

# Schwinn

## BICYCLES



"Copyright © 1967, Schwinn Bicycle Company"

**Schwinn Takes a Trip through Universal Studios**





# Universal Studios...

## The Entertainment Center Of the World

Showplace for this year's models of Schwinn Bicycles is busy, colorful Universal City Studios, one of Southern California's most popular visitor attractions. During its 51 years of film making, Universal has become the largest motion picture and television production complex in the world. Visitors by the thousands throng the studio to see all the behind-the-scenes secrets of movie magic!



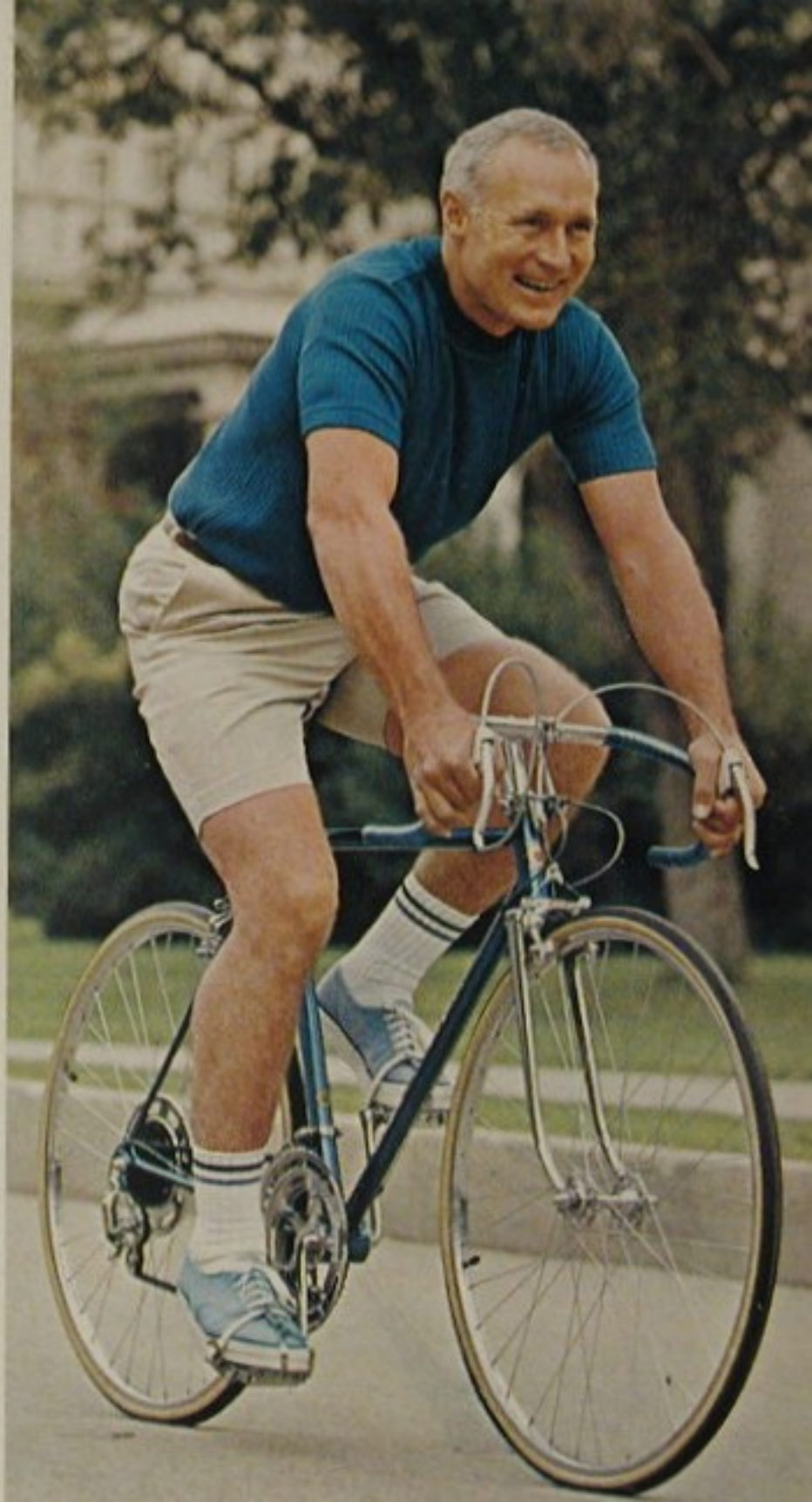


# Adult Cycling

For the young in heart, the sheer fun and healthy glow of cycling is a thrill to be enjoyed over and over again. Make it as mild or as vigorous as you wish; as often or as long as you like; alone or in the company of others . . . but no matter how, when, or where, you'll have the time of your life on a stylish new Schwinn bike.

Bikes have changed! Every year, new designs, new improvements make bicycles easier to pedal, and easier to ride with a sophistication all their own. Much of the fun of riding and keeping fit on a bike comes from choosing the right size and having it properly fitted to the rider.

The real bike expert in your community is your nearby Schwinn franchised cyclery dealer. He is ready to show you the new Schwinn bikes and open a new world of cycling enjoyment to you. There are more than 50 models of new Schwinn bikes to choose from.





# Have More Fun On Your Bike...

## SELECT THE PROPER STYLE AND FIT

### WHAT STYLE?

**Lightweights** — Designed for smooth handling, added speed and endurance. Sturdy diamond type frame, narrow high pressure tires that reduce road resistance. Light, fast and easy to pedal. Ideal for sports, touring, and recreational riding.

**Middleweights** — Designed for strength and durability. Built to last. With sturdy frame design to stand up under rough handling by children, wide low pressure tires that absorb road shock.

**Sting-Rays** — Designed primarily for fun. Featuring high maneuverability, short turns, quick starts and stops. With small wheels, short wheel-base, high-rise handlebars and long saddle with struts. Thrilling to ride, with the same pep and "go" as a fine sports car.

**Special Models** — In addition to the three basic styles mentioned, the Schwinn line also includes tandems, delivery bicycles, convertibles and stationary exercise models.

### WHAT SIZE?

Bike sizes are identified by wheel sizes — 26-inch or 27-inch wheels for full-size or adult models; 24-inch and 20-inch for junior sizes and Sting-Rays; and 16-inch for beginners' models.

Full size lightweight styles come in several frame sizes — from 19-inch frames for riders with leg lengths of 29½ inches to 35 inches, 23-inch or 24-inch frames for riders with leg lengths up to 38½ inches. Leg length is measured from crotch to floor, while wearing flat-heeled shoes.

Cycling is easier and more fun on a bike large enough so that when the rider is sitting comfortably on the saddle, his leg is almost straight when the ball of his foot rests on the pedal in its lowest position. This position will allow full body leverage on the pedals and full flexing of the long muscles in the calf and thigh.

To assure proper fit, choose a size where your leg length falls about midway between the minimum and maximum distance shown on the chart.

### LEG LENGTH CHART FOR SCHWINN BICYCLES

#### FOR MEN AND BOYS

Wheel Size	Frame Size	Frame Type	Leg Length	
			Min.	Max.
27"	24"	Lightweight, Diamond	33½"	38½"
27"	23"	Lightweight, Diamond	32½"	37½"
27"	22"	Lightweight, Diamond	31½"	36"
27"	21"	Lightweight, Diamond	31"	36"
27"	19"	Lightweight, Diamond	30"	35"
26"	23"	Lightweight, Diamond	33"	38"
26"	21"	Lightweight, Diamond	32"	37"
26"	19"	Lightweight, Diamond	29½"	34½"
26"	—	Lightweight, Speedster	26¾"	31¾"
26"	—	Middleweight	28"	33"
24"	—	Lightweight, Speedster	25"	30"
24"	—	Middleweight	24"	29"
20"	—	Lightweight, Speedster	21"	26"
20"	—	Middleweight	20"	25"
20"	—	Sting-Ray	22"	31½"
20"	—	Junior Sting-Ray	20½"	25½"
20"	—	Exerciser	26½"	37"

Wheel Size	Frame Size	Frame Type	Leg Length	
			Min.	Max.
16"	—	Midget Sting-Ray	19"	24"
16"	—	Pixie Convertible	16½"	18½"

#### FOR LADIES AND GIRLS

27"	22"	Lightweight Super Sport	33"	37½"
27"	19"	Lightweight Super Sport	30"	34½"
26"	—	Lightweight, All Models	29½"	34½"
26"	—	Middleweight	28"	33"
24"	—	Lightweight	25"	30"
24"	—	Middleweight	20"	25"
20"	—	Lightweight	21"	26"
20"	—	Middleweight	20"	25"
20"	—	Fair Lady, Slik Chik	22"	31½"
20"	—	Lil' Chik	20½"	25½"
20"	—	Exerciser	26½"	37"
16"	—	Pixie Convertible	16½"	18½"

A BIKE THAT FITS makes the miles slip by like the breeze, with more fun, more pep and less fatigue. Ask your Schwinn Dealer for a test ride and feel the difference — it's wonderful!





Sightseeing for two in front of an exterior set for the popular television series "Run For Your Life."

## DOUBLE FUN FOR EVERYONE

*Bicycles Built for Two!*

### *Schwinn* TWINN®

2-speed or coaster brake (Right)

Discover the real fun of cycling on this easy-to-ride bicycle built for two. Lower front bar for easier mounting and dismounting. Coaster and front caliper brakes for sure stopping power. Colors: Coppertone, Sky Blue.

- T11-6 Twinn, coaster brake .....\$ 99.50
- T11-2 Twinn, 2-speed ..... 107.50

### *Schwinn* DELUXE TWINN®

5-speed (Left)

Move up to pleasure on this smooth pedaling family fun bike. The 5-speed derailleur gives you a wide choice of gearing for easier starts, livelier cruising speeds, less uphill effort. Front caliper and rear expander brakes. Colors: Coppertone, Sky Blue.

- T12-9 Deluxe Twinn .....\$124.50





THE FINEST  
HAND-CRAFTED OF FINEST MATERIALS

Schwinn  
*Paramount*

Schwinn Paramounts are known  
throughout the world as the  
"Choice of Champions"—Precision-  
built for experienced cyclists who  
demand the very best!

*Schwinn*  
**PARAMOUNT® ROAD RACER**  
*(Not Shown)*

Unmatched quality in a 10-speed sports styled road-racing bike. Double butted tubing aluminum alloy rims, Schwinn 27" x 1 1/4" high pressure road-racing tires, and performance that puts you out in front. Quick release hub, toe clips and straps. (P-12) .....\$195.00

*Schwinn* **PARAMOUNT® TOURIST**

Enjoy the luxury of owning the finest touring style bike on the market. Double butted frame tubing, 10-speed derailleur, 55 to 100 gear, quick release hubs, aluminum alloy rims. Your choice of Schwinn colors. (P-11) .....\$195.00

*Schwinn* **DELUXE PARAMOUNT®**

Road Racer  
The ultimate in Schwinn craftsmanship. Designed for the skilled cyclist who wants the very best. Hand-crafted and equipped with the finest components available. 10-speed derailleur, 55 to 100 gear. All Schwinn colors. (P-13) .....\$245.00

*All Schwinn bicycle prices include complete assembly... ready to ride.*



T I N P R O F E S S I O N A L B I C Y C L E S

mount®

Wherever you find top flight bike racing competition, you'll find Schwinn Paramount bikes. Only the finest steel alloys are used in the production of Paramount frames to combine light weight with strength and durability. Every component is carefully chosen for quality, craftsmanship and performance. Paramount models are available in all Schwinn colors. Write for full information and detailed specification sheet. Made-to-measure frames are available at extra cost.

#### PARAMOUNT® TRACK BIKE

Schwinn's precision built masterpiece. The "Choice of Champions" in professional and amateur track racing competition. Short rigid, upright frame design for high performance in track competition. Tubular sew-up track tires. (P-14) ..\$195.00





## MEN'S LIGHTWEIGHT

# Sports Bikes

### THE RIDE THAT CHANGED CYCLING!

Drop bars, or racing handlebars, as they are often called, make an amazing difference in your riding efficiency, giving you surprising added power, speed and endurance. This is the thrilling experience that has led to the great popularity of sports bikes and much of the renewed interest in cycling for exercise and recreation. Drop bars allow the rider to lean forward at about a 45 degree angle when his hands are on the upper part of the handlebar in cruising position. This crouch position cuts down wind resistance and increases the rider's leverage, adding power to go farther faster.

### Try This Test For Yourself

Demonstrate the extra power you can get by riding in the crouch position with drop handlebars. While sitting erect in a straight chair with both feet flat on the floor in front of you, press down on your feet. Notice the limited amount of force you can exert. Now lean forward and move your feet back under your body, then push down on your feet and see how easy it is to lift yourself out of the chair with this increased leverage. The same principle greatly increases your pedal power on a bicycle. Once you master it you'll never want to ride any other way.



Here's the setting for a TV segment of "Bob Hope Presents the Chrysler Theatre."

### Schwinn SUPER SPORT

Now better than ever—our top quality, finest riding sports bike next to our Paramount. Extra light, strong hand brazed frame of chrome molybdenum alloy steel, 10-speed derailleur with Twin-Stik™ gear shift controls, quick release hubs, center-pull brakes, 27" x 1 1/4" Schwinn Puff® road racing tires. Colors: Campus Green, Coppertone, Sky Blue.

- |     |                            |       |          |
|-----|----------------------------|-------|----------|
| 822 | 27" Super Sport, 22" frame | ..... | \$109.50 |
| 824 | 27" Super Sport, 24" frame | ..... | 109.50   |

### Schwinn CONTINENTAL®

Excellent quality equipment on Schwinn's diamond-type steel frame. 10-speed derailleur with wide range 38 to 96 gearing. New Twin-Stik™ controls, quick release hubs, center pull caliper brakes, 27" x 1 1/4" Schwinn Puff® road racing tires. Fenders optional at extra cost. Colors: Campus Green, Coppertone, Sky Blue.

- |     |                            |       |         |
|-----|----------------------------|-------|---------|
| 321 | 27" Continental, 21" frame | ..... | \$84.95 |
| 323 | 27" Continental, 23" frame | ..... | 84.95   |





### Schwinn VARSITY® SPORT

Real sports bike fun for the value minded cyclist. Wide range 10-speed derailleur with Twin-Stik™ gear shift controls get you where the action is. New durable and comfortable racing style saddle, caliper brakes, sport pedals, Schwinn 27" x 1 1/4" touring tires. Colors: Campus Green, Coppertone, Sky Blue.

119	27" Varsity Sport, 19" frame	.....	\$72.95
121	27" Varsity Sport, 21" frame	.....	72.95
123	27" Varsity Sport, 23" frame	.....	72.95

### Schwinn VARSITY® SPORT

All-weather sports model with 10-speed gears, ideal for campus or other everyday use, makes a fine exercise bike. 10-speed derailleur, 38 to 96 gear. Convenient Twin-Stik™ gear controls. All specifications the same as 119, 121, 123 models, but with fenders. Colors: Coppertone, Sky Blue, Violet.

219	27" Varsity Sport, 19" frame	.....	\$77.95
221	27" Varsity Sport, 21" frame	.....	77.95
223	27" Varsity Sport, 23" frame	.....	77.95

### Schwinn COLLEGIATE® SPORT

The thrill of 5-speed gears at an easy budget price. 43 to 85 gear, single Stik-Shift™ control. Drop bars, racing saddle, sport pedals, Schwinn 26" x 1 3/8" sports touring tires. Colors: Campus Green, Coppertone, Sky Blue.

739	26" Collegiate Sport, 19" frame	....	\$62.95
741	26" Collegiate Sport, 21" frame	....	62.95
743	26" Collegiate Sport, 23" frame	....	62.95

*All Schwinn bicycle prices include complete assembly... ready to ride.*







# MEN'S LIGHTWEIGHT TOURIST BIKES

## Schwinn VARSITY® TOURIST

10-speed gears

(Left)

Cycle your way to pep and fitness aboard this smooth riding lightweight. 10-speed derailleur, wide range 38 to 96 gear, Twin-Stik™ gearshift controls, tourist handlebars, front and rear caliper brakes, Schwinn 27" x 1 1/4" sports touring tires. Colors: Campus Green, Coppertone, Sky Blue.

919	27" Varsity Tourist, 19" frame	.....	\$72.95
921	27" Varsity Tourist, 21" frame	.....	72.95
923	27" Varsity Tourist, 23" frame	.....	72.95

## Schwinn DELUXE COLLEGIATE®

5-speed gears

(Center)

You'll master the miles with this fully equipped lightweight tourist model. Handsomely styled with 5-speed derailleur, 43 to 85 gear, single Stik-Shift™ control, generator powered headlight and taillight, roomy saddlebag, chrome plated tire pump, chrome plated fenders, handbrakes, Schwinn 26" x 1 3/8" sports touring tires. Colors: Campus Green, Coppertone, Sky Blue.

729	26" Deluxe Collegiate, 19" frame	.....	\$72.95
731	26" Deluxe Collegiate, 21" frame	.....	72.95
733	26" Deluxe Collegiate, 23" frame	.....	72.95

## Schwinn COLLEGIATE®

5-speed gears

(Right)

Riding pleasure you never expected in a lightweight bike. Budget priced tourist model with 5-speed derailleur, 43 to 85 gear, single Stik-Shift™ gear control lever. Front and rear caliper brakes, touring handlebars, Schwinn 26" x 1 3/8" nylon sports touring tires, chrome plated fenders, mattress saddle. Colors: Campus Green, Coppertone, Sky Blue, Violet.

719	26" Collegiate, 19" frame	.....	\$62.95
721	26" Collegiate, 21" frame	.....	62.95
723	26" Collegiate, 23" frame	.....	62.95

# NEW!



## Schwinn TWIN-STIK™ SHIFT

Easy-to-reach controls that make shifting gears fun. Conveniently located so you never have to take your eyes off the road, or move your hands away from the handlebar to shift your derailleur. Another Schwinn first!



## Schwinn CHAINGUARD

Specially designed chrome finished chainguard on the sprocket protects clothing and adds a stylish accent to the swift, crisp lines of your bike. Quality-built by Schwinn! Standard equipment on all new Schwinn 10-speed models.



# NEW 1967

## Men's Lightweights



### Schwinn DELUXE RACER

(Left)

Fine Schwinn quality in conventional lightweight styling, easy-riding and long-lasting. Schwinn diamond type frame, sturdy Schwinn tubular rims, chrome plated fenders, Schwinn 26" x 1 3/8" nylon sports touring tires, foam cushioned mattress saddle. Handbrakes on 3-speed model only. Colors: Coppertone, Sky Blue, Black.

		coaster	3-speed
D11	26" Deluxe Racer, 19" frame	\$49.95	\$57.95
D12	26" Deluxe Racer, 21" frame	49.95	57.95
D13	26" Deluxe Racer, 23" frame (3-speed only)	..	57.95

### Schwinn RACER

(Right)

For economy and performance that add up to real value, this lightweight is your best choice. Schwinn quality throughout. Diamond type frame, sturdy Schwinn tubular rims, Schwinn 26" x 1 3/8" nylon sports touring tires, lightweight foam cushioned saddle. Colors: Red, Sky Blue, Black.

		coaster	3-speed
K11	26" Racer, 19" frame	.. \$44.95	\$52.95
K12	26" Racer, 21" frame	.. 44.95	52.95
K13	26" Racer, 23" frame (3-speed only)	..	52.95



## Schwinn DELUXE SPEEDSTER®

(Left)

Your invitation to smooth riding in a light-weight bike. Specially designed frame permits lower saddle position for smaller riders. Electro-forged frame, sturdy tubular rims, chrome plated fenders, Schwinn 26" x 1 $\frac{3}{8}$ " nylon sports touring tires, forged steel fork, handbrakes on 3-speed model only. Colors: Cop-pertone, Sky Blue, Black.

- D10-6 26" Deluxe Speedster,  
coaster brake . . . . . \$49.95
- D10-2 26" Deluxe Speedster,  
automatic 2-speed . . . . . 57.95
- D10-4 26" Deluxe Speedster,  
3-speed . . . . . 57.95

## Schwinn SPEEDSTER®

(Right)

Dependable Schwinn quality in an easy-riding lightweight at a modest price. Trim design with curved top bar for a lower saddle position. Schwinn features include sturdy Schwinn tubular rims, Schwinn 26" x 1 $\frac{3}{8}$ " nylon sports touring tires. Handbrakes on 3-speed, front handbrake only on TCW 3-speed model. Colors: Red, Sky Blue, Black.

- S10-6 26" Speedster, coaster brake . . . \$44.95
- S10-2 26" Speedster,  
Automatic 2-speed . . . . . 52.95
- S10-4 26" Speedster, 3-speed . . . . . 52.95
- S10-8 26" Speedster,  
TCW 3-speed coaster . . . . . 56.95



Kids love the Old West and they see plenty of it at Universal . . . home of television series such as "The Road West," "Pistols 'n' Petticoats," "Laredo," and the "Virginian."





### *Schwinn* SUPER SPORT

Smart appearance, superb performance in our finest quality ladies' sports bike. Extra light weight frame of chrome molybdenum alloy steel, 10-speed derailleur, easy-to-reach Twin-Stik™ controls, quick release hubs, caliper brakes, chrome plated fenders, stylish new chainguard, Schwinn 27" x 1 1/4" Schwinn Puff® road racing tires. Colors: Campus Green, Sky Blue.

- 869 27" Ladies' Super Sport, 19" frame. \$109.50
- 872 27" Ladies' Super Sport, 22" frame. 109.50

### *Schwinn* VARSITY® TOURIST

You'll enjoy the easy handling and smooth riding qualities of this popular tourist model. Elegantly styled with 10-speed derailleur, easy-operating Twin-Stik™ gearshift controls, chrome plated fenders, front and rear caliper brakes, Schwinn 27" x 1 1/4" nylon sports touring tires, new specially designed chainguard. Colors: Campus Green, Coppertone, Sky Blue.

- 169 27" Ladies' Varsity Tourist, 19" frame .....\$72.95

## LADIES' SPORTS AND

### *Schwinn* DELUXE COLLEGIATE®

Outstanding value in a smartly designed ladies' lightweight touring bike. Easy pedaling, 5-speed derailleur gears, single Stik-Shift™ gear control, generator operated headlight and taillight, roomy saddlebag, chrome plated tire pump, chrome plated fenders, Schwinn 26" x 1 3/8" whitewall tires. Colors: Campus Green, Coppertone, Sky Blue.

- 779 26" Ladies' Deluxe Collegiate .....\$72.95

*All Schwinn bicycle prices include complete assembly... ready to ride.*





## TOURING BICYCLES

### Schwinn COLLEGIATE®

Trim, sleek and fast for real get up and go! Equipped with 5-speed derailleur, 43 to 85 gear, convenient Stik-Shift™ control, front and rear caliper brakes, chrome plated fenders, Schwinn tubular rims, Schwinn 26" x 1 3/8" nylon sports touring tires, foam cushioned saddle. Colors: Campus Green, Coppertone, Sky Blue, Violet.

769 26" Ladies' Collegiate .....\$62.95

### Schwinn DELUXE BREEZE®

You'll like the easy-to-ride feel of this handsome lightweight. Smartly styled with chrome plated fenders, Schwinn tubular rims, Schwinn 26" x 1 3/8" nylon sports touring tires, comfortable mattress saddle, full length chainguard. Handbrakes on 3-speed model only. Colors: Coppertone, Sky Blue, Violet.

D61-6 26" Deluxe Breeze, coaster brake.. \$49.95

D61-2 26" Deluxe Breeze, Auto. 2-speed.. 57.95

D61-4 26" Deluxe Breeze, 3-speed ..... 57.95

### Schwinn BREEZE®

Simplicity and beauty in a smooth performing lightweight. Modestly priced. A practical model with a frame that makes it so easy to get on and off. Tourist style handlebars and saddle, Schwinn tubular rims, Schwinn 26" x 1 3/8" sports touring tires. Handbrakes on 3-speed model only. Colors: Red, Black, Sky Blue.

K61-6 26" Breeze, coaster brake .....\$44.95

K61-2 26" Breeze, automatic 2-speed .... 52.95

K61-4 26" Breeze, 3-speed ..... 52.95

K61-8 26" Breeze, 3-speed coaster ..... 56.95

*All Schwinn bicycle prices include complete assembly... ready to ride.*





at coffee break



for morning pep-up



watching TV.



at the club



A NEW DIMENSION IN CYCLING FOR THE WHOLE FAMILY

# Schwinn EXERCISERS

## DELUXE EXERCISER

(Left)

DELUXE EXERCISER—There's nothing like regular daily exercise to help keep fit and trim, and now it is so easy and convenient in the privacy of your own home. No matter what the weather is like outside, there's riding fun for the whole family inside. Adjustable saddle and new style handlebar to fit any member of the family. Handy control panel with speedometer, mileage indicator and adjustable pedal resistance control dial. Comfortable rubber pedals with toe straps. Colors: Coppertone, Sky Blue.

XR3 Schwinn Deluxe Exerciser .....\$71.95

## EXERCISER

(Right)

Enjoy the fun of cycling and make regular daily exercise a family habit. Economy-priced. The convenient and easy-to-use Schwinn Exerciser fits perfectly into any setting. Adjustable pedal resistance for effortless or vigorous workouts, quick acting seat adjustment, full length chainguard, all rubber pedals. Colors: Coppertone, Sky Blue.

XR2 Schwinn Exerciser .....\$59.95





# RIDE A BIKE FOR BETTER HEALTH!

"We ought to replace the automobile with bicycles . . . it would be better for our coronaries, our disposition, and certainly our finances."

. . . Dr. Irvine H. Page, president, American Heart Association.<sup>(1)</sup>

"I think the bicycle is one of the great unappreciated vehicles for good, wholesome exercise that can be continued to a considerable age."

. . . Dr. W. W. Bauer, director emeritus, Bureau of Health Education, American Medical Association.<sup>(1)</sup>

"America's children should ride their bikes more."

. . . Former President Dwight D. Eisenhower.<sup>(1)</sup>

"Experience has taught me that regular exercise, proper diet, and adequate rest and relaxation are essential to good health."

. . . President Lyndon B. Johnson.<sup>(2)</sup>

## SOURCES:

(1) CYCLING IN THE SCHOOL FITNESS PROGRAM, published by the American Association for Health, Physical Education, and Recreation, a department of the National Education Association, 1963.

(2) VIM AND VIGOR, prepared by the President's Council on Physical Fitness, 1964.

Dr. Paul Dudley White,  
noted American heart specialist  
explains the benefits of cycling



"There are four reasons I give for vigorous use of the leg muscles—not simply the arm muscles—and the first is physiological. We as bipeds need something to help us keep the blood circulating up from the lower part of our body.

"The leg muscles are very important. When they contract, they squeeze the veins (which have valves) and actually pump the blood up toward the heart. This allows the heart to receive more blood with which to supply the brain.

"This is physiological and, therefore, we have proof that it isn't simply the heart that is the only pump. The leg muscles are pumps and the diaphragm is a suction pump. So, by keeping fit, we help the heart in its action.

"Psychologically, too, exercise such as cycling—it could be walking or swimming but cycling is an especially favorable type of exercise—has a very good effect on the brain, on the mental state, and on the psyche. It's the best antidote—this kind of muscular exercise—for stress and mental fatigue. Instead of tranquilizers, I advise muscular action—even to the point of fatigue, so that you won't need medicine to tranquilize you.

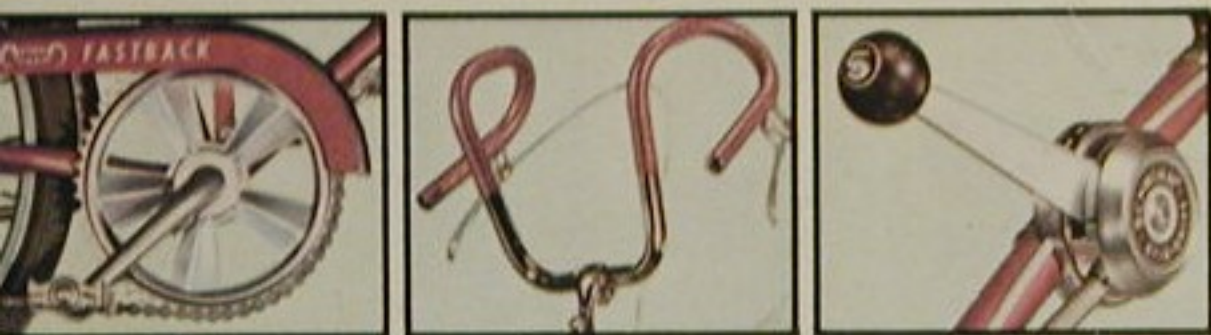
"We have a great problem today—and have had right along because we no longer use our legs properly—of being subject to thrombosis; that is, blood clotting in our leg veins. These blood clots can form and get established where there is too much stasis—sluggish circulation. This is a hazard—a great hazard—to life because blood clots can go from our leg veins to our lungs and kill us.

"The fourth reason—and perhaps the most important of all—is that there is clear evidence now that vigorous use of our muscles helps delay the onset of arteriosclerosis which is the modern epidemic in this country today.

"These are the four reasons I give for vigorous use of the leg muscles such as that performed best perhaps on bicycles."

. . . from the Schwinn motion picture,  
"Magic of the Bicycle."





"MAG"™ SPROCKET

RAM'S HORN™ HANDLEBAR

5-SPEED STIK-SHIFT™



THERE IS ONLY ONE GENUINE

**STING-RAY®**

AND IT'S MADE BY SCHWINN

The Fun-Bike that added new zest to cycling! Since its introduction in 1963, the Schwinn Sting-Ray® has captured the hearts and imagination of youngsters from Maine to Hawaii. This fun bike, "the bike with the sports car look," features a short frame, high rise handlebars and long, bucket shaped saddle. This design gives the rider an exciting combination of features for quick maneuvers, fast starts and short turns.

A new lightweight Sting-Ray®, called the Fastback®, was introduced in 1966 and quickly became the market's best seller. This 5-speed lightweight version of the Sting-Ray®, combines the speed of a lightweight with the maneuverability of the Sting-Ray®—then adds 5-speed derailleur gears and a fast-acting Stik-Shift™ to achieve a wonderful new thrill in bike riding. For distance runs, for short hops, or for fun riding, the Schwinn Fastback® is simply great! And now for 1967, there's a brand new one—the Ram's Horn™—with the same thrilling performance and sporty new styling. Test ride one today!

ONLY A SCHWINN RIDES LIKE A SCHWINN!

*Schwinn* "RAM'S HORN" FASTBACK STING-RAY®

5-speed Stik-Shift™

All new, with the swift, clean lines of true sports car styling! 5-speed Stik-Shift™ for sure quick starts and fast cruising speeds. Introducing the unique "Ram's Horn"™ handlebar. 5-speed derailleur, 37 to 74 gear, Silver Glow bucket saddle, front and rear caliper brakes, chrome plated fenders, Schwinn lightweight Slik® rear tire, 20" x 13½" nylon sports touring front tire, Rat Trap pedals, all new "MAG"™ sprocket. Colors: Coppertone, Sky Blue, Violet, Black.

H37-9 20" Ram's Horn Fastback Sting-Ray .....\$71.95

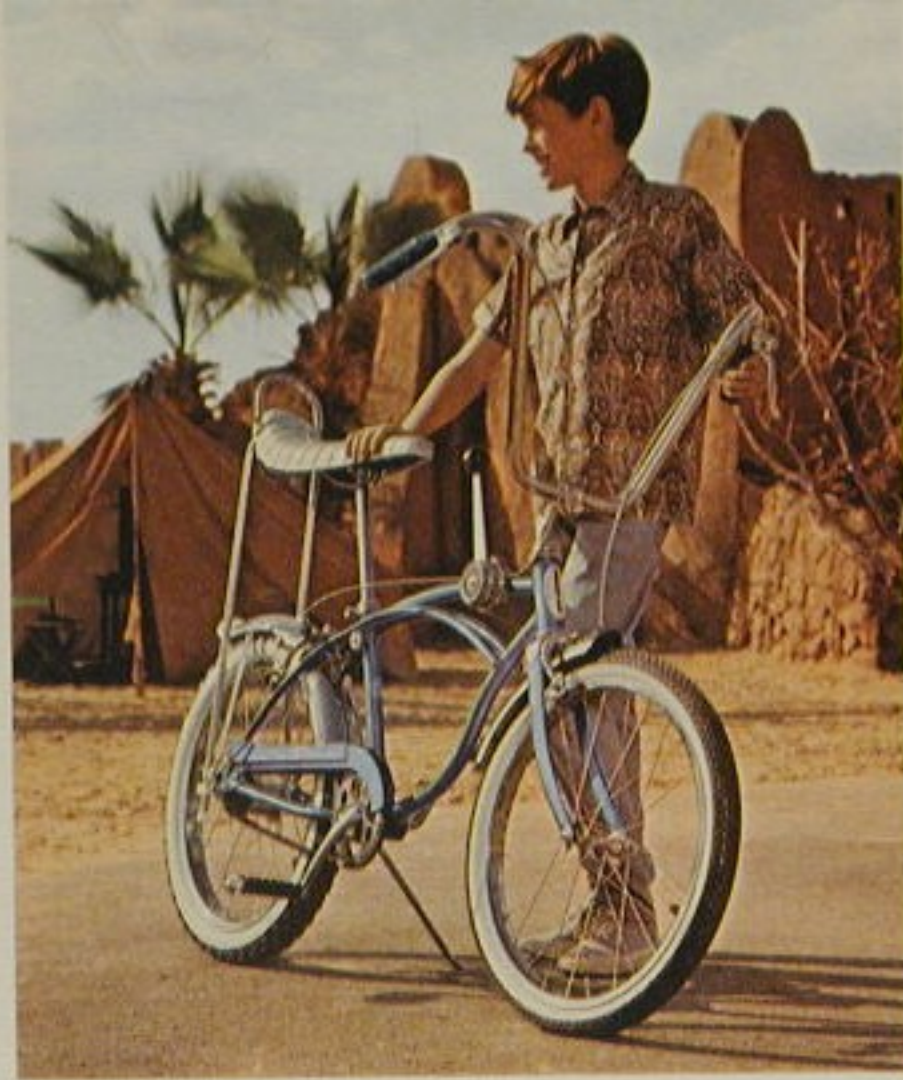




*Schwinn* STING-RAY®

The action bike for extra fun! Now with Schwinn Fastback® handlebars, Silver Glow bucket saddle, chrome brace rods, Slik® rear tire, standard 20" x 1¾" front tire. 3-speed model equipped with new Stik-Shift™, or trigger control. Handbrakes on 3-speed model only. Colors: Coppertone, Sky Blue, Violet.

- J38-6 20" Sting-Ray, coaster brake . . . . . \$49.95
- J38-1 20" Sting-Ray, 2-speed overdrive . . 59.95
- J38-4 20" Sting-Ray, 3-speed  
with trigger control . . . . . 59.95
- J38-3 20" Sting-Ray, 3-speed Stik-Shift . . 66.95



*Schwinn* DELUXE STING-RAY®

You're off to new adventure with this one! Deluxe equipped with chrome plated fenders, tufted Silver Glow saddle, Schwinn studded whitewall rear tire, standard 20" x 1¾" whitewall front tire. 3-speed model equipped with sporty Stik-Shift™. Handbrakes on 3-speed model only. Colors: Coppertone, Sky Blue, Violet.

- J39-6 20" Deluxe Sting-Ray, coaster brake \$58.95
- J39-1 20" Deluxe Sting-Ray,  
2-speed overdrive . . . . . 68.95
- J39-3 20" Deluxe Sting-Ray,  
3-speed Stik-Shift . . . . . 75.95



*Schwinn* FASTBACK STING-RAY®

This sports bike really loves to move! Exciting power through all ranges of its 5-speed derailleur. Easy gear shifting with Stik-Shift™ control. Fully adjustable handlebar and saddle to fit 5 or 6 foot rider. Schwinn Fastback® handlebars, bucket saddle, handbrakes, Schwinn 20" x 1¾" nylon sports touring tires, all new "MAG"™ sprocket. Colors: Coppertone, Sky Blue, Violet, Black.

- H36-9 20" Fastback Sting-Ray . . . . . \$69.95



## THE WONDERFUL WORLD OF MOVIE MAGIC

Like the cyclists shown on these pages, visitors to Universal City Studios get a special behind-the-scenes view of how and where movies are made. During their tour aboard candy-striped GlamourTrams, they visit giant sound stages, a star's dressing-room, indoor and outdoor sets, and the \$2,000,000 Upper Lot to see how movie illusions are created.

The ladies especially enjoy the costume exhibit and the live makeup demonstrations in the Glamour Pavilion. Husbands and the kids join them to cheer the slam-bang stunt show in the Action Arena.



### Schwinn SLIK CHIK®

You'll lead the fashion parade on the Slik Chik®, an exciting girl's style Schwinn Sting-Ray® model. Sleek features include flower-trimmed basket, Silver Glow saddle, chrome plated fenders, Schwinn tubular rims, Schwinn whitewall Slik® rear tire, standard whitewall front tire. Colors: Coppertone, Sky Blue, Violet.

J90-6 20" Slik Chik, coaster brake . . . . . \$59.95

J90-1 20" Slik Chik, 2-speed overdrive .. 69.95

J90-4 20" Slik Chik, 3-speed  
with trigger control . . . . . 69.95

### Schwinn FAIR LADY®

Fresh, fashionable and fun—and so easy to ride! Trim, low contour frame, flower trimmed basket. Schwinn Fastback® handlebars, Silver Glow saddle with chrome truss rods, chrome plated fenders, Schwinn tubular rims, Schwinn 20" x 1¾" nylon cord tires, built-in kickstand. Colors: Coppertone, Sky Blue, Violet.

J89-6 20" Fair Lady, coaster brake . . . . . \$51.95

J89-4 20" Fair Lady, 3-speed . . . . . 61.95





*Schwinn* JUNIOR STING-RAY®

Smooth riding and versatility of a full size Schwinn Sting-Ray® in a bike for boys 5 to 7. Sturdy Schwinn Cantilever frame, chrome plated fenders, Junior Sting-Ray® handlebars, and saddle with struts, sturdy built-in kickstand, Schwinn 20" x 1¾" nylon cord tires. Colors: Coppertone, Sky Blue.

J31-7 20" Junior Sting-Ray, coaster brake \$43.95

*Schwinn* LIL' CHIK™

A joy to ride! Sparkling new with many easy-to-ride features for girls 5 to 7. Compact frame, Junior Sting-Ray® handlebars, comfortable Junior Sting-Ray® saddle with struts, chrome plated fenders, Schwinn tubular rims, Schwinn 20" x 1¾" nylon tires. Colors: Sky Blue, Violet.

J81-7 20" Lil' Chik, coaster brake . . . . . \$43.95

*Schwinn* MIDGET STING RAY®

NEW! Miniature version of the popular Sting-Ray® model, only this one has smaller 16-inch wheels and scaled-down frame for younger riders. Junior Sting-Ray® saddle and handlebars, Schwinn 16" x 1¾" nylon cord air tires. Colors: Coppertone, Sky Blue.

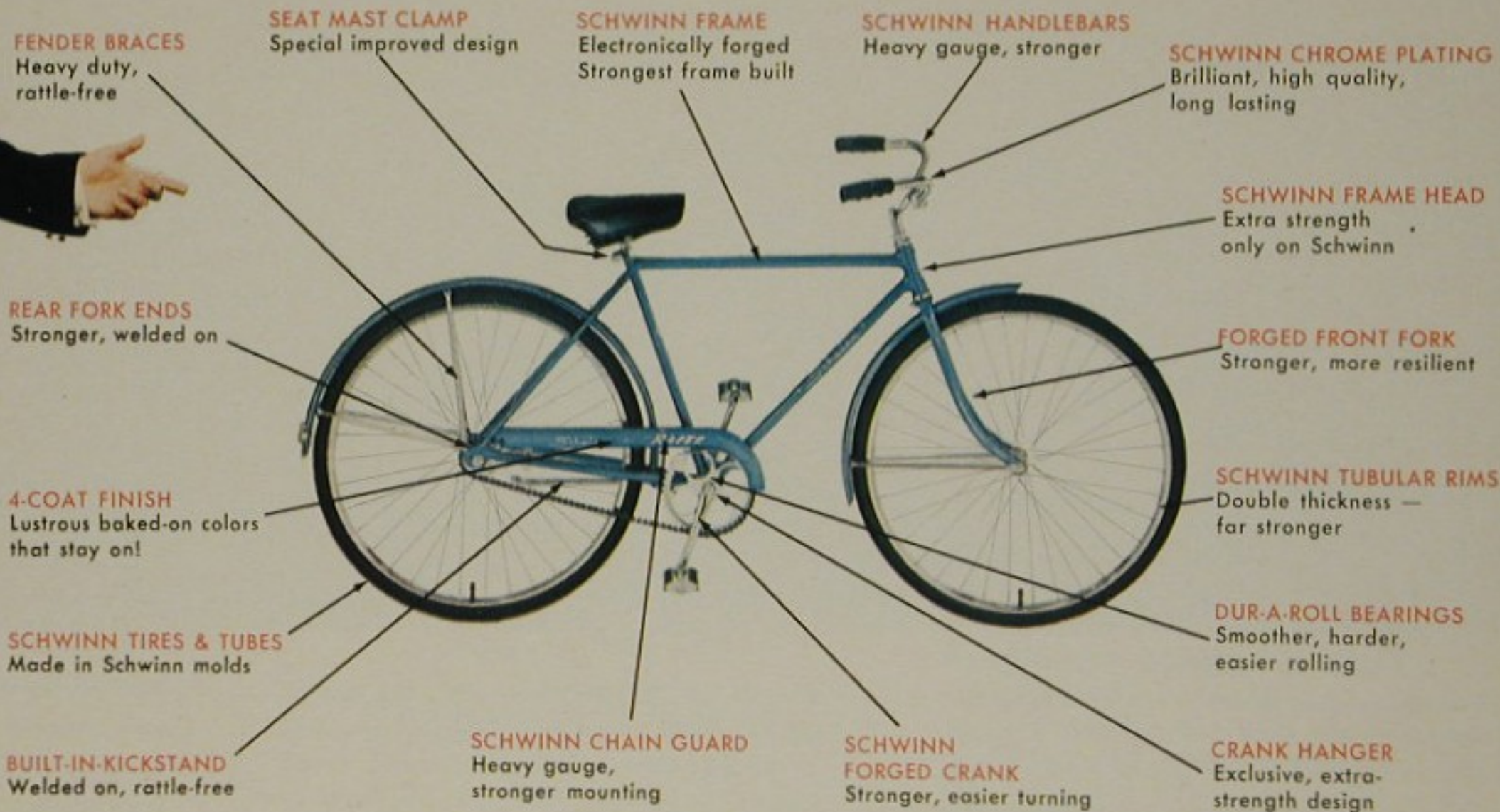
J48-7 16" Midget Sting-Ray, coaster brake \$39.95

*All Schwinn bicycle prices include complete assembly . . . ready to ride.*



**CAPTAIN KANGAROO ALWAYS SAYS,**

**"Schwinn BIKES ARE BEST"**



**FENDER BRACES**  
Heavy duty,  
rattle-free

**SEAT MAST CLAMP**  
Special improved design

**SCHWINN FRAME**  
Electronically forged  
Strongest frame built

**SCHWINN HANDLEBARS**  
Heavy gauge, stronger

**SCHWINN CHROME PLATING**  
Brilliant, high quality,  
long lasting

**REAR FORK ENDS**  
Stronger, welded on

**SCHWINN FRAME HEAD**  
Extra strength  
only on Schwinn

**4-COAT FINISH**  
Lustrous baked-on colors  
that stay on!

**FORGED FRONT FORK**  
Stronger, more resilient

**SCHWINN TIRES & TUBES**  
Made in Schwinn molds

**SCHWINN TUBULAR RIMS**  
Double thickness —  
far stronger

**BUILT-IN-KICKSTAND**  
Welded on, rattle-free

**SCHWINN CHAIN GUARD**  
Heavy gauge,  
stronger mounting

**SCHWINN  
FORGED CRANK**  
Stronger, easier turning

**DUR-A-ROLL BEARINGS**  
Smoother, harder,  
easier rolling

**CRANK HANGER**  
Exclusive, extra-  
strength design

Every Schwinn Bike bears the Schwinn name plate. We make no private brands.

Sold only through factory-trained franchised sales and service Schwinn Dealers.



# Schwinn QUALITY... LOOK FOR THE DIFFERENCE

## Rides Better . . . Lasts Longer . . . Costs Less in the Long Run!

Millions of satisfied Schwinn owners are telling their friends and neighbors that the few dollars more you pay for your new Schwinn is money well spent. Schwinn bikes do ride noticeably better. They do "stand up!" They don't "fall apart." The few dollars more a new Schwinn costs are saved time and again in lower upkeep costs. Schwinn is worth more at trade-in time, too! Schwinn owners agree, they tell us, and they tell each other—Schwinn Bikes are Best!

1. Schwinn Quality **FRAME CONSTRUCTION**—Look for the "flared" sections where the tubes or "bars" join the specially designed head and hanger sections—just like the base of a tree trunk is flared where it meets the ground—to add extra strength at the point of greatest stress. No other frame is built like a Schwinn—tough and resilient for a lively ride—and it's the strongest made! Ask any Bicycle Dealer.
2. Schwinn Quality **FORGED STEEL FORKS**—Tougher, absorbs road shock better than ordinary tubular forks used on most bikes.
3. Schwinn Quality **TUBULAR RIMS**—Extra-strength double-thickness tubular steel rims, five times more resistant to twist than ordinary single-thickness rims used on most other bikes.
4. Schwinn Quality **BUILT-IN KICKSTANDS**—Heavy-duty, welded-on, rattle-resistant kickstands—not just clamped on.
5. Schwinn Quality **HEAVY-DUTY CHAINGUARDS AND FENDERS**—Heavy gauge steel firmly mounted on heavy, welded-on brackets that stay put and stay tight—nothing flimsy to rattle or come loose.
6. Schwinn Quality **CRANKS AND BEARINGS**—Strong forged steel cranks, precision machined and mounted on precision made, case hardened cups, cones and ball bearings—for the easiest pedaling, longest lasting bike there is. Compare, and see the difference!
7. Schwinn Quality **PAINT FINISHES**—Brilliant, sparkling colors, four coats deep, every coat baked on, and it stays on—no "quicky" finishes without cleansing, sealing and prime coat.
8. Schwinn Quality **EQUIPMENT**—Compare the hubs, pedals, handlebars and grips, saddle, tires and tubes, gears and controls—all fine quality, to measure up to Schwinn's standards of performance and durability.

**What is the difference about a Schwinn?** Why does it ride better and last longer? Although most bikes look very much the same to most people, the bike experts and engineers have no difficulty in explaining why a Schwinn is better. If you know what to look for, it's easy to see the difference, whether it is a \$30 or \$40 budget model or a more expensive deluxe model . . . LOOK FOR THE DIFFERENCE.

**THE SCHWINN GUARANTEE:** Schwinn bicycles are guaranteed against all defects in material and workmanship—no time limit.

Schwinn will replace — without charge — any original part that is determined by the factory to be defective under the terms of this guarantee. Failure due to accident, abuse, neglect, improper assembly or maintenance, normal wear or use of other than Genuine Schwinn Parts is not covered.

Transportation costs and dealer's labor charges are not covered by this guarantee.

Replacement of defective parts shall be the sole remedy of any purchaser under the Schwinn Guarantee, and in no event shall Schwinn be liable on any implied warranty of merchantability or fitness, or for special or consequential damages.

See your Schwinn Dealer for service under the Schwinn Guarantee, or write for assistance to: Customer Service Department, Schwinn Bicycle Company, 1856 N. Kostner, Chicago, Illinois 60639.





## 26-INCH MIDDLEWEIGHT BIKES FOR BOYS

### *Schwinn* PANTHER®

Deluxe equipped bike with that famous Schwinn luxury look! Standout features include chrome plated front and rear luggage carriers, streamlined tank with built-in horn, headlight, Schwinn whitewall 26" x 1 $\frac{3}{4}$ " tires. Colors: Coppertone, Sky Blue, Black.

B17-6 26" Panther, coaster brake . . . . . \$56.95

B17-2 26" Panther, automatic 2-speed . . . 64.95

### *Schwinn* DELUXE TYPHOON®

Handsome middleweight, smooth-riding and built to last! Quality features include chrome plated fenders, front luggage carrier, headlight, Schwinn whitewall tires. Colors: Coppertone, Sky Blue, Black. Handbrakes on 3-speed model only.

L15-6 26" Deluxe Typhoon, coaster brake . \$49.95

L15-2 26" Deluxe Typhoon, auto. 2-speed . 57.95

L15-4 26" Deluxe Typhoon, 3-speed . . . . 57.95

### *Schwinn* TYPHOON®

Sturdy cantilever frame gives you strength and durability at a modest price. Chrome plated fenders, Schwinn tubular rims, Schwinn 26" x 1 $\frac{3}{4}$ " nylon cord tires, forged steel fork, built-in kickstand, 4-coat baked-on finish. Colors: Coppertone, Red, Black.

L12-6 26" Typhoon, coaster brake . . . . . \$44.95

L12-2 26" Typhoon, automatic 2-speed . . . 52.95

*All Schwinn bicycle prices include complete assembly . . . ready to ride.*





## 26-INCH MIDDLEWEIGHT BIKES FOR GIRLS

### *Schwinn* DELUXE HOLLYWOOD®

Gracefully designed, delightful to ride. Schwinn quality features include electro-forged frame, chrome plated front carrier, handlebar-mounted headlight, chrome plated fenders, Schwinn tubular rims, Schwinn nylon cord 26" x 1 3/4" whitewall tires, rattle-free built-in kickstand. Colors: Red, Sky Blue, Violet.

L65-6 26" Deluxe Hollywood, coaster brake . . . . . \$49.95

### *Schwinn* STARLET® III

Finest girl's middleweight model with deluxe style features. Slim-line tank with built-in horn, chrome plated front and rear luggage carriers, handlebar mounted headlight, chrome plated fenders, Schwinn 26" x 1 3/4" nylon cord whitewall tires, two-tone saddle. Colors: Coppertone, Sky Blue, Violet.

B67-6 26" Starlet III, coaster brake . . . . . \$56.95

### *Schwinn* HOLLYWOOD®

Dependable Schwinn quality in a trim, easy-riding middleweight at a low budget price. Smartly designed with electro-forged frame, chrome plated fenders, Schwinn tubular rims, Schwinn nylon cord 26" x 1 3/4" tires, sturdy built-in kickstand. Colors: Sky Blue, Violet.

L62-6 26" Hollywood, coaster brake . . . . \$44.95  
L62-2 26" Hollywood, automatic 2-speed . . 52.95

*All Schwinn bicycle prices include complete assembly . . . ready to ride.*





Recognize PT 73? That PT boat carries McHale's Navy on television comedy series.

## 24-INCH JUNIOR BIKES FOR BOYS 7 TO 9 YEARS OLD

### *Schwinn* SPEEDSTER®

Superb lightweight styling. So easy to pedal. With curved top bar that shortens saddle to pedal distance, Schwinn 24" x 1 3/8" nylon sports touring tires, lightweight cushioned saddle, forged steel fork. Handbrakes on 3-speed model only. Colors: Red, Sky Blue, Black.

- S20-6 24" Speedster, coaster brake ..\$44.95
- S20-4 24" Speedster, 3-speed ..... 52.95

### *Schwinn* FLEET®

A feature-packed 24-inch bike that's made to last! Equipped with chrome plated fenders, streamlined tank with built-in horn, chrome plated rear carrier, fender-mounted headlight, strong built-in kickstand, Schwinn 24" x 1 3/4" nylon cord tires. Colors: Coppertone, Red, Black.

- L20-6 24" Fleet, coaster brake .....\$51.95

### *Schwinn* TYPHOON®

Smooth rolling, easy riding, with strength to spare! Schwinn quality features include sturdy cantilever frame, forged-steel fork, Schwinn tubular rims, Schwinn nylon cord 24" x 1 3/4" tires, built-in kickstand, two-tone saddle. Colors: Coppertone, Red, Black.

- L22-6 24" Typhoon, coaster brake ...\$43.95

*All Schwinn bicycle prices include complete assembly... ready to ride.*





On the other side of "McHale's Ocean" is Universal's movie jungle where scenes for "The Ugly American" were shot. The jungle later became a bayou for the "Tammy" show.

## 24-INCH JUNIOR BIKES FOR GIRLS 7 TO 9 YEARS OLD

### *Schwinn* DELUXE BREEZE®

Smartly styled 24" lightweight with narrow tires for easy pedaling. Chrome plated fenders, light weight saddle, Schwinn tubular rims, Schwinn 24" x 1 3/8" nylon sports touring tires. Handbrakes on 3-speed model only. Colors: Coppertone, Sky Blue, Violet.

- D71-6 24" Deluxe Breeze,  
coaster brake ..\$49.95
- D71-4 24" Deluxe Breeze,  
3-speed ..... 57.95

### *Schwinn* BREEZE®

Graceful modern design in an easy pedaling 24-inch lightweight. Foam cushioned saddle, forged steel fork, Schwinn tubular rims, Schwinn 24" x 1 3/8" nylon sports touring tires. Handbrakes on 3-speed model only. Colors: Red, Sky Blue, Black.

- K71-6 24" Breeze,  
coaster brake ..\$44.95
- K71-4 24" Breeze,  
3-speed ..... 52.95

### *Schwinn* FIESTA®

Deluxe middleweight styling to make any girl happy! Slim-line tank with built-in horn, chrome plated fenders, Schwinn 24" x 1 3/4" whitewall tires, chrome plated rear carrier, fender-mounted headlight, full length chain-guard, rattle-free built-in kickstand. Colors: Sky Blue, Violet.

- L70-6 24" Fiesta,  
coaster brake ..\$51.95

### *Schwinn* HOLLYWOOD®

Fun on wheels in a long-lasting, budget-priced girl's 24" bike. Schwinn quality features include chrome plated fenders, Schwinn tubular rims, Schwinn 24" x 1 3/4" nylon cord tires, sturdy built-in kickstand, two-tone saddle, coaster brake. Colors: Sky Blue, Violet.

- L72-6 24" Hollywood,  
coaster brake ..\$43.95





Today this is Mexico; if necessary, tomorrow it will be Italy! "on location" at Universal City Studios.

## 20-INCH JUNIOR BIKES FOR GIRLS 5 TO 7 YEARS OLD

### Schwinn BREEZE®

An easy-rolling lightweight model for the younger girl rider. Trim lightweight frame, sturdy Schwinn tubular rims, 20" x 1 1/4" nylon cord tires, foam cushioned saddle, strong built-in kickstand. Colors: Red, Sky Blue.

K81-7 20" Breeze, coaster brake . . \$39.95

### Schwinn FIESTA®

Smart styling in a fully equipped middleweight. Schwinn features include slim-line tank, fender-mounted headlight, chrome plated fenders, Schwinn tubular rims, 20" x 1 1/4" nylon whitewall tires, four-coat baked-on finish. Colors: Sky Blue, Violet.

L80-7 20" Fiesta, coaster brake . . \$43.95

### Schwinn LIL' MISS™

Sturdy, easy-handling bike for the first year rider. Schwinn Cycle Aid training wheels, chrome plated fenders, Schwinn tubular rims, 20" x 1 1/4" nylon cord tires, two-tone saddle. Colors: Sky Blue, Violet.

L85-7 20" Lil' Miss, coaster brake . . \$39.95

### Schwinn HOLLYWOOD®

Popular Schwinn styling and sturdy construction that's built to last—and at a budget price. Schwinn quality features include strong electro-forged frame, chrome plated fenders, tubular rims, 20" x 1 1/4" nylon cord tires, built-in kickstand. Colors: Sky Blue, Violet.

L82-7 20" Hollywood, coaster brake . . \$36.95

*All Schwinn bicycle prices include complete assembly . . . ready to ride.*





Here's where Marlon Brando fought off the villain Chuy in "The Appaloosa."

## 20-INCH JUNIOR BIKES FOR BOYS 5 TO 7 YEARS OLD

### *Schwinn* SPEEDSTER®

A lightweight favorite with easy-pedaling narrow tires. Curved top bar shortens distance from saddle to pedals. Schwinn tubular rims, built-in kickstand, Schwinn 20" x 1 1/4" nylon sports tires, foam cushioned saddle, forged steel fork. Colors: Red, Sky Blue, Black.

S30-7 20" Speedster,  
coaster brake ..\$39.95

### *Schwinn* FLEET®

A really handsome bike that's styled for action. Compact 20 inch size, chrome plated fenders, Schwinn tubular rims, Schwinn 20" x 1 3/4" nylon cord whitewall tires, fender-mounted headlight, streamlined tank, two-tone saddle. Colors: Coppertone, Red, Black.

L30-7 20" Fleet,  
coaster brake ..\$43.95

### *Schwinn* SKIPPER®

A sturdy bike that's ideal for the first year rider. Strong cantilever frame, Schwinn tubular rims, 20" x 1 3/4" nylon cord tires, Schwinn Cycle Aid training wheels, forged steel fork. Colors: Coppertone, Red, Black.

L35-7 20" Skipper,  
coaster brake ..\$39.95

### *Schwinn* TYPHOON®

An outstanding middleweight that's built to last, and at a low budget price. Chrome plated fenders, Schwinn tubular rims, 20" x 1 3/4" nylon cord tires, built-in kickstand, forged steel fork, two-tone saddle, four-coat baked-on finish. Colors: Coppertone, Red, Black.

L32-7 20" Typhoon,  
coaster brake ..\$36.95

*All Schwinn bicycle prices include complete assembly... ready to ride.*





Glamour Trams take thousands of people a day through Universal Studios. Each tram carries a young Tour Guide to explain the many mysteries of movie-making.

## A GREAT IDEA FOR THE GROWING FAMILY... Schwinn CONVERTIBLE BIKES

### Schwinn BANTAM®

(20-inch models for boys and girls 5 to 7)

Here's value you can count on in a bike with Schwinn Cycle Aid training wheels. Quickly converts from boy's to girl's model by just removing the top bar—dad can do it easily. Beautifully balanced for easy maneuverability. Chrome plated fenders, Schwinn tubular rims, 20" x 1 3/4" Schwinn nylon whitewall tires, forged steel fork, one-piece crank. Colors: Red, Sky Blue.

J35-7 20" Bantam, coaster brake .....\$43.95

### Schwinn PIXIE®

(16-inch model for boys and girls 3 to 5)

An easy-to-ride 16-inch model any youngster will fall in love with at first sight. The perfect first bike that's built to last from child to child. Top bar removes easily to convert from a boy's bike to a girl's model in minutes. Schwinn Cycle Aid training wheels, chrome plated fenders, 16" semi-pneumatic whitewall tires, forged steel fork. Colors: Coppertone, Red, Violet.

J42-7 16" Pixie, coaster brake .....\$32.95

*All Schwinn bicycle prices include complete assembly... ready to ride.*



# Schwinn

## DELIVERY BIKES

The "dependables" from Schwinn.

When there's work to be done these durable delivery bikes fill the bill.

The ideal choice for quick, efficient, low-cost delivery service.

### Schwinn HEAVY-DUTI®

(above)

Sturdy, handsome and reliable! First choice of boys with paper routes or other delivery jobs. Special reinforced Schwinn Cantilever frame, heavy-duty front hub, 26" x 1 3/4" Schwinn Tractor® tires, heavy duty saddle, drop forged crank, 105 gauge heavy duty spokes. Colors: Red, Black.

M15-6 26" Heavy-Duti,  
coaster brake .....\$59.95

### Schwinn CYCLE TRUCK®

(right)

The heavy duty bike designed specifically for delivery of bulky items. Ideal for industrial use and for stores that offer home delivery. Heavy duty front hub, 120 gauge spokes, heavy duty saddle, sturdy Schwinn balloon tires, coaster brake. Choice of large or small basket. Color: Red only.

CT1-6 Cycle Truck:  
24" x 16" x 11" basket... \$99.50

CT2-6 Cycle Truck:  
28" x 22" x 11" basket .. 104.50



Universal  
Studios...

Bicycles come in handy on Universal's 400-acre lot . . . in fact, sometimes they're the only way to get around in a hurry. Below, a young delivery boy rushes flowers from the Prop Department to Stage 44 for an interior sequence in the World War II epic "Tobruk."





Take it Easy with . . .

# Gears

## THAT GO!

**PUT MORE FUN**, more pep, and less fatigue in bike riding—and let gears do the work! New style Schwinn bikes offer a wide variety of hubs, brakes, and gears to suit every rider and all riding conditions. But in any terrain, flat or hilly, gears are the modern way to go—and so easy!



### DERAILLEUR GEARS

Fast, yes . . . but that's not all! Bike racers may reach speeds over forty miles per hour on derailleur bikes, but most people ride derailleurs for another reason—to save work and add pep to their cycling. 5-speed or 10-speed derailleur gears offer you a full range of gear ratios so that each rider can "fine tune" to fit his ability to road and wind conditions, save his energy, and cover more miles in less time with less effort.

Schwinn derailleur bikes have five sprockets of different sizes on the rear hub. A 5-speed model has one front sprocket and a 10-speed model has two front sprockets. A shifting mechanism derails the chain from one sprocket to another, thus changing gears. Hand brakes are used on all derailleur models.



### THREE-SPEED HUBS

Easy shifting handlebar control shifts from one gear to another. The 3-speed hub has a built-in low, a normal, and a high gear. The low gear is for riding into the wind or climbing hills. The normal gear is used for ordinary riding conditions. The high gear is for riding downhill or with the wind at your back. In high gear, the bike travels farther with every revolution of the pedals. Regular Schwinn 3-speed models are equipped with front and rear caliper brakes.



### TWO-SPEED HUBS

Schwinn uses two kinds of automatic 2-speed hubs. The regular 2-speed hub has a low gear for climbing hills and riding into the wind and a normal gear. The overdrive 2-speed hub has a normal gear and a high speed gear and is used on Schwinn Sting-Ray models.



### COASTER BRAKE

Simple and easy . . . just stop pedaling and you coast. Backpedal to apply the brake. First choice for the young rider; standard equipment on most bikes.



WHENEVER YOU NEED TIRES, TUBES OR REPAIRS

Insist on Original Equipment . . .

*Genuine Schwinn*

Factory-made repair parts . . . and factory-trained service!

#### SCHWINN TIRES AND TUBES

Schwinn brand tires are made by major U.S. tire manufacturers in Schwinn's own molds, especially to fit Schwinn's own extra-strength tubular rims . . . with long-wearing nylon tread designs that hold the road better at higher speeds and during sharp turns. Inner-tubes are the finest available. Accept no substitutes, imported or domestic. Insist on Schwinn tires and tubes for more value and lasting satisfaction!

#### SCHWINN REPAIR PARTS

Genuine Schwinn repair parts are precision made to Schwinn's own quality standards—the highest in the industry. They fit better because they're exactly like the original equipment that came with your Schwinn bike. They work more smoothly and last longer because they are built better. See your Schwinn Dealer and insist on Genuine Schwinn Repair Parts!

#### SEE YOUR FACTORY-TRAINED SCHWINN SERVICE DEALER

Only Schwinn provides regular factory training classes for Schwinn Dealers and their bicycle service mechanics — at the factory Service School in Chicago, and also in major cities from coast-to-coast. Only Schwinn provides special tools, service equipment and service manuals to help Schwinn Dealers serve you faster, and with greater accuracy. Save time and avoid inconvenience. See your Factory-Trained Schwinn Dealer for the very best in bicycle service!



Schwinn Puff®



Schwinn Breeze®



Schwinn Superior®



Schwinn Westwind®



Schwinn Typhoon®



Schwinn Slik®



Schwinn Tractor®





FOR MORE CYCLING FUN . . . INSIST ON SCHWINN APPROVED ACCESSORIES



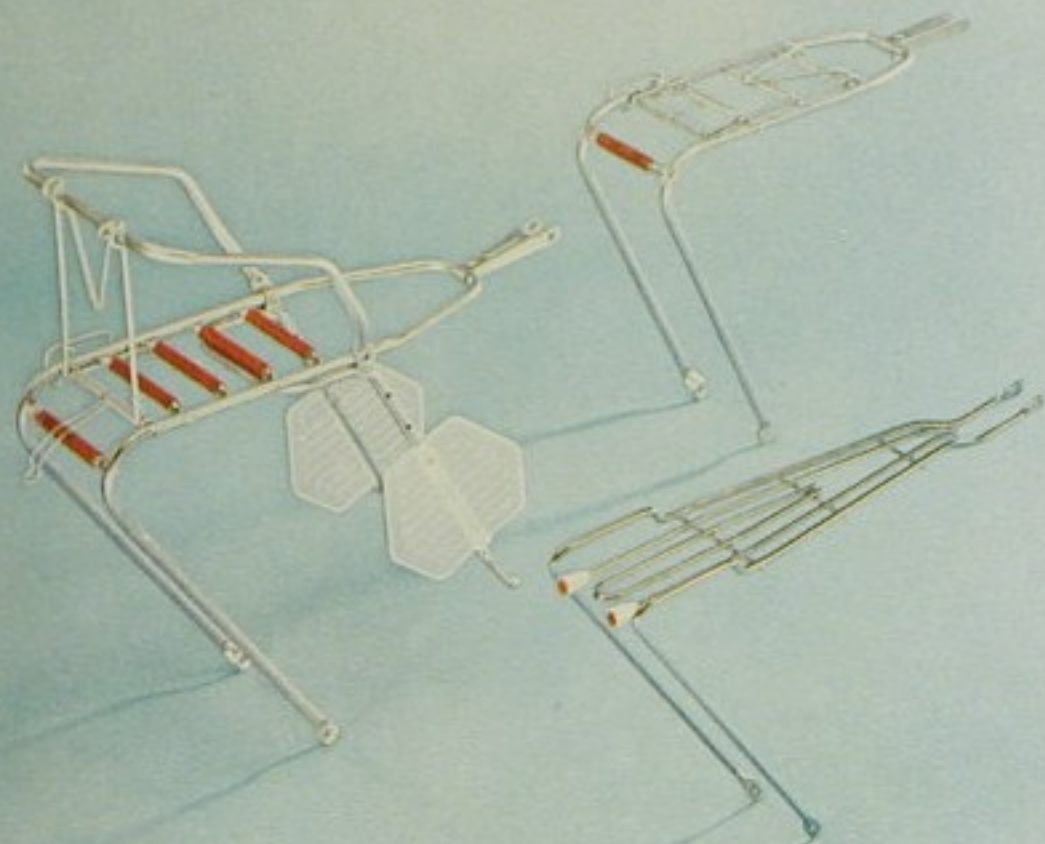
- 1. LARGE CAPACITY TOURING BAG . . . . \$3.95
- 2. BLACK TOURING BAG . . . . . \$2.49
- 3. HANDY STRAP-ON TOOL BAG . . . . . \$ .89
- 4. WIDE SELECTION IN REFLECTOR MIRRORS . . . . . \$ .39 to .95
- 5. SELF CONTAINED ELECTRIC HORN . . . \$1.29
- 6. CLAMP-ON BICYCLE BELL . . . . . \$ .69 to .89
- 7. BULB TYPE BICYCLE HORN . . . . . \$2.39
- 8. TOE CLIP AND STRAP SET . . . . . \$1.95

- 9. HANDLEBAR GRIPS IN CHOICE OF COLOR . . . . . \$ .59
- 10. PRECISION SPEEDOMETER . . . . . \$6.50
- 11. REFRESHMENT BOTTLE AND MOUNTING . . . . . \$1.95
- 12. EASY TO USE SPRAY TOUCH-UP PAINT . . . . . \$ .98 to \$1.95
- 13. BRUSH-ON TYPE TOUCH-UP PAINT . . . \$ .59
- 14. CONVENIENT FOOT PUMP . . . . . \$1.95
- 15. FOOT PUMP WITH BUILT-IN GAUGE . . \$9.95

- 16. FABRIC SCHWINN CAP WITH VISOR . . \$ .79
- 17. CYCLE OIL IN DISPENSING CAN . . . . \$ .49
- 18. SPECIAL FORMULA CYCLE LUBRICANT . \$ .49
- 19. SCHWINN STIK-SHIFT FOR BIKES WITH GEARS . . . . . \$5.95 to \$7.00
- 20. SPORT LIGHT WITH GENERATOR . . . . \$5.95
- 21. DELUXE GENERATOR SET WITH LIGHTS . . . . . \$6.95
- 22. PUMP WITH CLIPS TO MOUNT ON FRAME . . . . . \$1.95

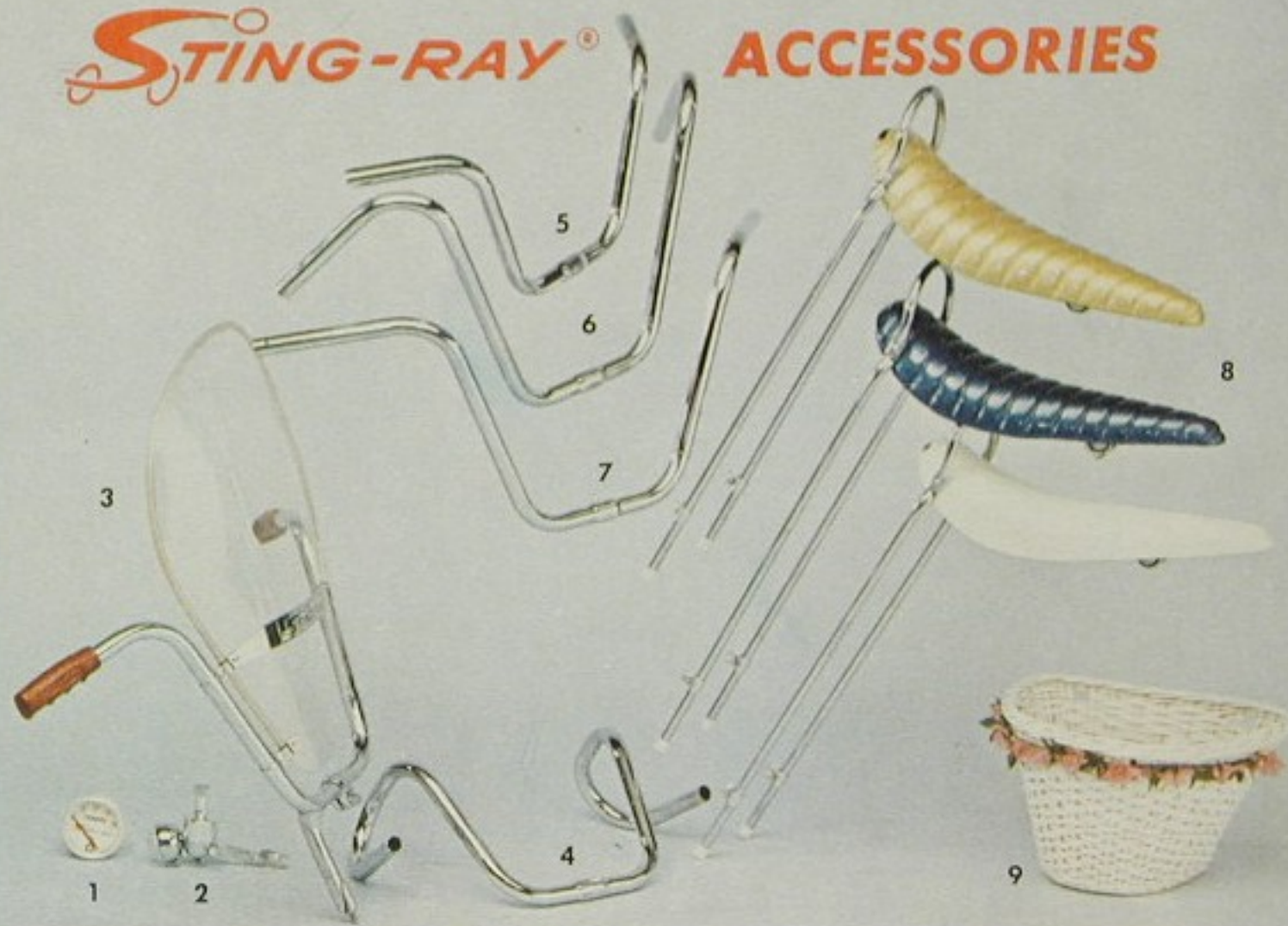


## CHROME LUGGAGE CARRIERS



- (Top) **CHROME MIDDLEWEIGHT CARRIER.** Easily attached to any middleweight style bicycle. Sturdy and strong. Spring holder for books or packages. . . . . \$3.95
- (Center) **FOLDING BABY SEAT.** Easy to attach to any bicycle. Safe and rattle-free. Back rest folds to convert to carrier. Special safety foot protectors. . . . . \$9.95
- (Bottom) **SCHWINN LIGHTWEIGHT CARRIER.** Sleek streamline design. Simple to attach to any lightweight bike. Adds a useful and decorative touch. . . . . \$4.25

## STING-RAY® ACCESSORIES



1. **STING RAY SPEEDOMETER**  
Tells how fast and how far you go.  
..... \$6.50
2. **STING RAY GENERATOR AND LIGHT**  
Easily attached to front fork. . \$4.95
3. **STING RAY WINDSHIELD**  
Fits all high riser style bikes. . \$4.95
4. **RAM'S HORN HANDLEBARS**  
Exclusive Schwinn design. . . . \$2.95
5. **JUNIOR STING-RAY HANDLEBAR**  
Perfect for the younger rider. . \$1.95
6. **SCHWINN FASTBACK HANDLEBAR**  
Streamline sweep-back design. \$2.50
7. **GENUINE STING-RAY HANDLEBAR**  
Popular design. . . . . \$2.25
8. **GENUINE STING-RAY SADDLES**  
Choice of colors and styles  
..... \$7.95 to \$11.50
9. **SCHWINN FAIR LADY BASKET**  
Complete with floral decoration  
..... \$5.95



**ONE-STOP SHOPPING FOR CYCLISTS  
YOUR**

# Schwinn

**DEALER**

Schwinn Franchised Dealers are the leading specialists in bicycle sales and service, from coast to coast and in Alaska and Hawaii. They have the most complete selections of better quality bicycles and bicycle specialty merchandise, at competitive prices and backed by factory-trained service.

Every Schwinn Franchised Dealer is serviced from the factory through nearby Schwinn Distributors and salesmen who are also specialists in bicycles and in bicycle service to Schwinn owners. Your Schwinn Franchised Dealer will be glad to help you select the right bike for your particular needs. He will see that it is properly assembled, adjusted, and serviced before it leaves his store. He will explain its proper use and care, and provide dependable service when you need it.

Quality in merchandise, backed by quality in service, is your best assurance of value and lasting satisfaction. Before you buy any bicycle, see your local Schwinn Franchised Dealer. He's listed in the yellow pages—at your service!

**SAVE — SCHWINN QUALITY COSTS LESS IN THE LONG RUN!  
FOR BIKES, ACCESSORIES, PARTS, AND SERVICE**

