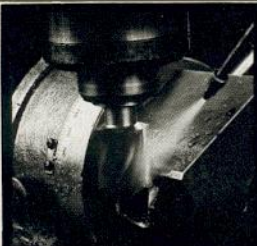


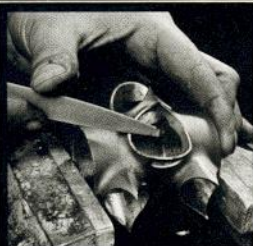


Craftsmanship  
without Compromise

# Where Technology Meets Tradition



Only top quality tubing is chosen in appropriate gauges to match the intended use of the frame. It is carefully machine mitered to exacting tolerances to insure a flawless tube to tube fit, guaranteeing the structural integrity of the frame.



Some things cannot be improved upon by a machine. Lugs and frame fittings are meticulously prepared by hand to achieve just the right line and curve, simple and clean, the traditional way.



In the past, one of the hallmarks of a fine frame has been the term "Hand Brazed". It still is, and ours still are. We use a low temperature 50% silver brazing alloy, and bring the tubes to the right temperature slowly and evenly to produce a strong, clean, flawlessly brazed joint that no robot can match. We don't build as many frames as the big production factories using this method. We just build them better.



Every frame is carefully and completely hand finished to reflect the care and precision that has gone into its construction. Because we feel a bike should look as good as it rides.



We take as much time painting our frames as some factories do building theirs. Each frame is chemically treated to resist corrosion, then primed, and finally given a hand applied top coat of lustrous Dupont Imron. The result is a flawlessly finished frame that you can take as much pride in owning as we do in building it.



# The Bruce Gordon Custom

Our custom frames set the standards embodied in all our bicycles. With world renowned Bruce Gordon craftsmanship, and the best tubing and fittings money can buy, each frame is constructed with the painstaking precision and dedication to excellence you have come to expect from one of the world's foremost frame builders.

All Bruce Gordon custom frames are individually made to the customer's physical dimensions and can be fitted with a variety of component packages. They feature a wide array of aesthetic options that enhance appearance without compromising function. Whether you have specific sizing or riding requirements, or just desire something a cut above the usual, a Bruce Gordon custom bicycle can be designed with your special needs in mind.



# The Bruce Gordon Racing

Classic road bike geometry wedded to the best of the custom builders tradition adds up to a state-of-the-art racing machine with the accent on performance. The Bruce Gordon Racing model is imbued with an uncanny ability to combine comfort and stability with the quickness of reflexes you expect in a thoroughbred racing bike. One look at its clean, purposeful profile tells you this is no ordinary racing bike. By careful blending of different tubing gauges with silver brazing and the most expensive investment cast fittings available, it is made with a fanatical attention to detail in its construction. Hammering down the straights, sprinting uphill, or knifing through corners, the Bruce Gordon handles it all with a finesse that leaves lesser bikes gasping in its wake.

A true racing machine for the beginning competitor, triathlete or fast recreational rider, this bike is equally at home in the hands of the experienced racer desiring no-nonsense performance.



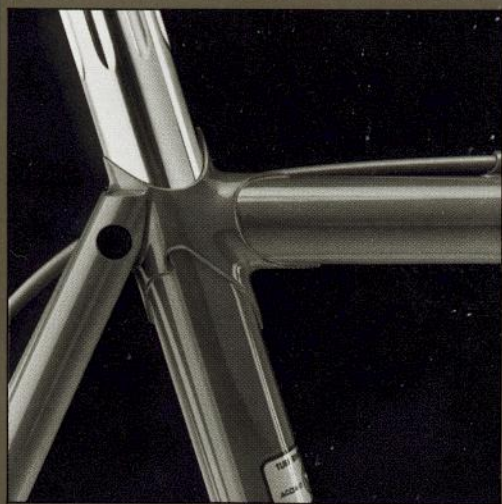
# The Bruce Gordon Touring

Our hand-built, silver brazed Touring bike combines intelligent design with Bruce Gordon quality construction and finish. It features a full braze-on package, including front and rear rack mounts, and is available with two proven touring component packages.

Responsive and agile when unloaded, in combination with our state-of-the-art chrome moly racks it offers outstanding stability and confidence inspiring control for the demands of fully loaded touring.

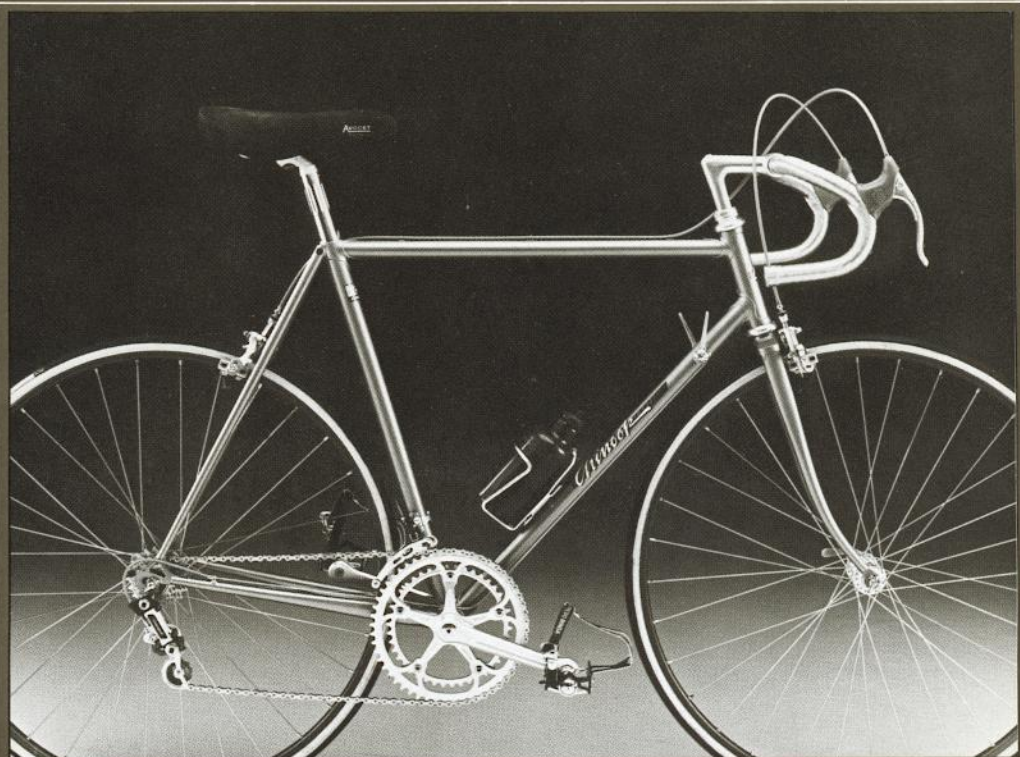
From its investment cast fittings to its Imron paint, it is built to the same exacting standards as our custom bikes; standards which ordinary production bikes can only aspire to.

Whether you tour around the world or just around town, ride one, and ride in the true grand touring tradition.



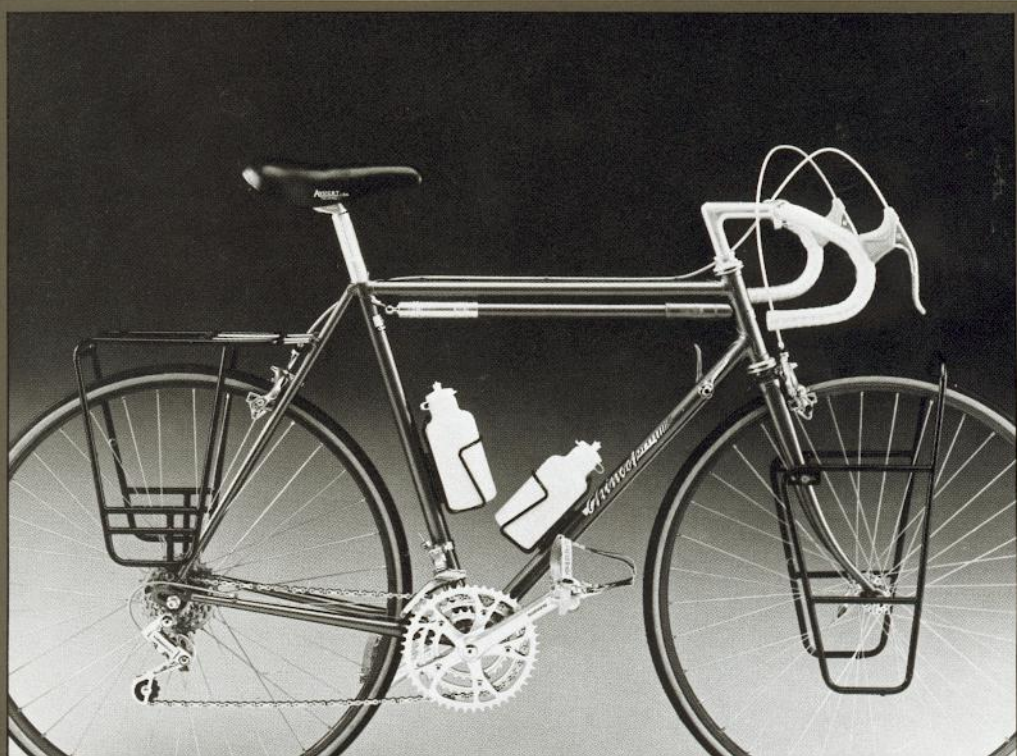
# Chinook Racing

World class performance in a less expensive package; the Chinook features all the craftsmanship and quality of construction found in the Bruce Gordon standard and custom bikes. And while some manufacturers claim their bikes are built using many of the same techniques as a custom built machine, we build the Chinook using them all. Investment cast fittings, silver brazing, and a meticulous mix of Columbus tubing adds up to a bike that is the structural equal in every way to our custom bikes. In fact, simpler cosmetics and a few less braze-ons are all that separates the Chinook from its more expensive counterparts. The attention to detail in construction, the immaculate finish and the precise handling and ride uphold the Bruce Gordon tradition. Less money does not have to mean less bike. The Chinook is rolling proof of that.



# Chinook Touring

The touring Chinook shares all the important features of a custom crafted bicycle with its more expensive Bruce Gordon counterparts. All the elements that distinguish a truly limited edition, handbuilt bicycle from a mass produced one. Lugs cast in individual angles to allow uncompromised touring design. Machine mitered, silver brazed Columbus SP tubing to ensure a structurally superior frame that can go the distance with comfort and stability. Full braze-ons including front and rear rack mounts to accommodate our unique chrome moly pannier racks. And the famous Bruce Gordon finish to reflect the quality and craftsmanship that has gone into its construction. An American handbuilt touring bike that's miles ahead of the competition.



Bruce Gordon Cycles

# BRUCE GORDON

27729 Clear Lake Road

Eugene, Oregon 97402

Tel. (503) 688-3542

The information called for on the enclosed order form is all that is necessary for designing your custom frame. Each frame is constructed to meet the particular individual's dimensions and specific riding needs. It can be built as small as 45 cm. or, to the other extreme, 72 cm. or larger to solve any sizing problems.

The frame is built with Columbus tubing in the combination of five available gauges that will produce the desired ride. Frame components include Cinelli investment cast bottom bracket and a choice of two styles of Cinelli investment cast fork crowns. You may also choose the style and type of dropouts and custom prepared lugs. The frame has a "fastback" seat lug with an Allen key binder bolt.

The tubes are machine mitered for a precise fit. Lugs are brazed with a 50% silver alloy, and each frame is machined and tapped for smooth assembly.

Upon completion, the frame is chemically treated for better paint adhesion. It is primed with Dupont epoxy primer, sanded, given a final coat of Dupont Imron polyurethane enamel and baked.

The frames are outfitted with the finest Italian components: Campagnolo, Regina, Clement, Cinelli, Nisi and Silca. These parts are sold at very competitive prices.

I have been working for some time on developing a truly fine touring rack/pannier system. These racks offer a lower center of gravity than others now on the market. These racks, being of 4130 Chrome Moly tubing, with the attachment fittings brazed onto the frame, holds the touring load very rigidly. The bags are of higher quality and design than anything currently on the market.

For the past 2 years I have been offering framebuilding classes at my shop. Each student is guided through the building of their own frame. The class follows the same outline as featured in Bicycling Magazine, March 1979. There are a two or three classes a year, limited to 8 people each. The course is a unique opportunity for bike shop personnel and others interested in bicycle technology. The frames built by students by in the past have been very impressive.

Thank you for expressing interest in my work. If you have any further questions, feel free to give me a call.

*Bruce*

Bruce Gordon Cycles

# BRUCE GORDON

27729 Clear Lake Road

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DEALER PRICE LIST

February 1981

BASIC FRAME: Includes custom designed, silver brazed, cable guides on bottom bracket and chainstay, and water bottle fittings .....	\$550.00
Woman's Mixte Frame .....	580.00
Frames under 49cm and over 66cm add .....	30.00

Frames are sold only either as completely equipped bicycles, or as a minimum of a frame, Cinelli bar and stem, and either a Campagnolo Road (Nuovo or Super), Touring or Track Group.

Frame ordered without minimum parts package start at.....700.00

### FRAME OPTIONS:

Braze-ons - gear lever bosses, brake housing guides, rack mounts, fingertip cable stops, etc. ....	6.00 ea.
Cut-out Lugs (depending upon intricacy) .....	35.00 up
Cut-out Bottom Bracket (depending upon intricacy) .....	12.00 up
Allen Key Brake Centerbolts .....	26.00
Custom Low Center of Gravity Touring Racks - built of 4130 Chrome Moly tubing...175.00 pr.	
<u>Matching Front and Rear Pannier Bags - See Separate Info Sheet</u>	

Custom Paint Jobs .....	15.00 up
Silca Pump - painted to match the frame with Campagnolo end .....	16.00

### PARTS:

Campagnolo 1032FS Nuovo Record Road Group Complete .....	520.00
Campagnolo Nuovo Record Touring Group Complete with Rally rear derailleur and Triple Crankset .....	600.00
Campagnolo 4000FS Super Record Road Group Complete .....	830.00
Campagnolo 1033 Record Track Group Complete .....	320.00
Campagnolo 4100 Super Record Track Group Complete .....	580.00
Cinelli 1/A Stem with Bars .....	40.00
Cinelli 1/R Stem with Bars .....	48.00
Regina, Clement, and Nisi prices upon request.	

NEW DEALERS: Minimum First Order - 3 frames with at least minimum parts group. Prices of Complete bicycles quoted upon request.

Prices are subject to change. Due to the constant price increases on Italian parts, the prices of Campagnolo and other Italian parts will be those in effect at the time of delivery. The frame price will be the price in effect when the deposit was received.

### SPECIAL LIMITED EDITION

A yearly, limited edition of five complete bicycles will be offered. Each will be unique in lug style, and no lug style will ever be repeated. The downtube logo will be sterling silver, and the owner's name or initials will be in sterling silver, on the top tube. They may be ordered as either racing or touring frames and will include only the finest parts with custom drilling where appropriate. Parts will include titanium free wheels and chains. The complete limited edition bicycle will be priced from \$4,000 up.

TERMS: A \$250 Deposit will confirm your order. You will be notified of the balance due when the frame is ready to be painted. The frame and parts will be shipped upon receipt of a Cashier's Check or Money Order for the balance.

PARTS FOR FRAME

GROUP:

Campagnolo Nuovo Record 1032FS (10 Speed) \_\_\_\_\_

Campagnolo Touring Group 3450T (15 Speed)  
with Rally rear derailleur \_\_\_\_\_

Campagnolo Super Record 4000FS (10 Speed) \_\_\_\_\_

Bar & Stem:

Cinelli Model 1-A Stem (standard) \_\_\_\_\_ Model 1-R Record Stem \_\_\_\_\_

Cinelli Bar Style # \_\_\_\_\_ Width \_\_\_\_\_

Chain:

Regina Record Oro \_\_\_\_\_

Other \_\_\_\_\_

Freewheel Type \_\_\_\_\_

Ratio \_\_\_\_\_

5 Speed \_\_\_\_\_ 6 Speed \_\_\_\_\_

Water Bottle Cage:

Blackburn Alloy \_\_\_\_\_

Racks:

Blackburn Rear \_\_\_\_\_ Blackburn Front \_\_\_\_\_

Custom Racks:

Front \_\_\_\_\_ Rear \_\_\_\_\_ Bag type \_\_\_\_\_

Seat:

Avocet Racing II \_\_\_\_\_ Touring II \_\_\_\_\_ Womens Racing II \_\_\_\_\_

Womens Touring II \_\_\_\_\_

Other Parts or Comments:

SPECIFICATIONS:

Frames available in 2 distinct designs for Racing or Touring. Angles vary depending on framesize.

Sizes: 48 to 66cm in even centimeters

Tubing: Columbus - certain sizes will contain a mixture of different gauges of tubing

Frames are silver brazed

FRAME COMPONENTS:

Cinelli investment cast bottom bracket

Henry James investment cast lugs

Henry James investment cast fork crown

Campagnolo dropouts

Dupont Imron paint

FEATURES:

Fastback seatstays with blind allen key bolt

Allen key brake bolts

Brazed-on water bottle mounts, gear lever bosses, gear and brake cable guides

6 speed spacing on racing frame - 5 speed on touring

Touring frames will have 2 sets of water bottle mounts, and Bruce Gordon touring racks made of 4130 Chrome-moly tubing that are designed for Needleworks panniers.

PRICES:

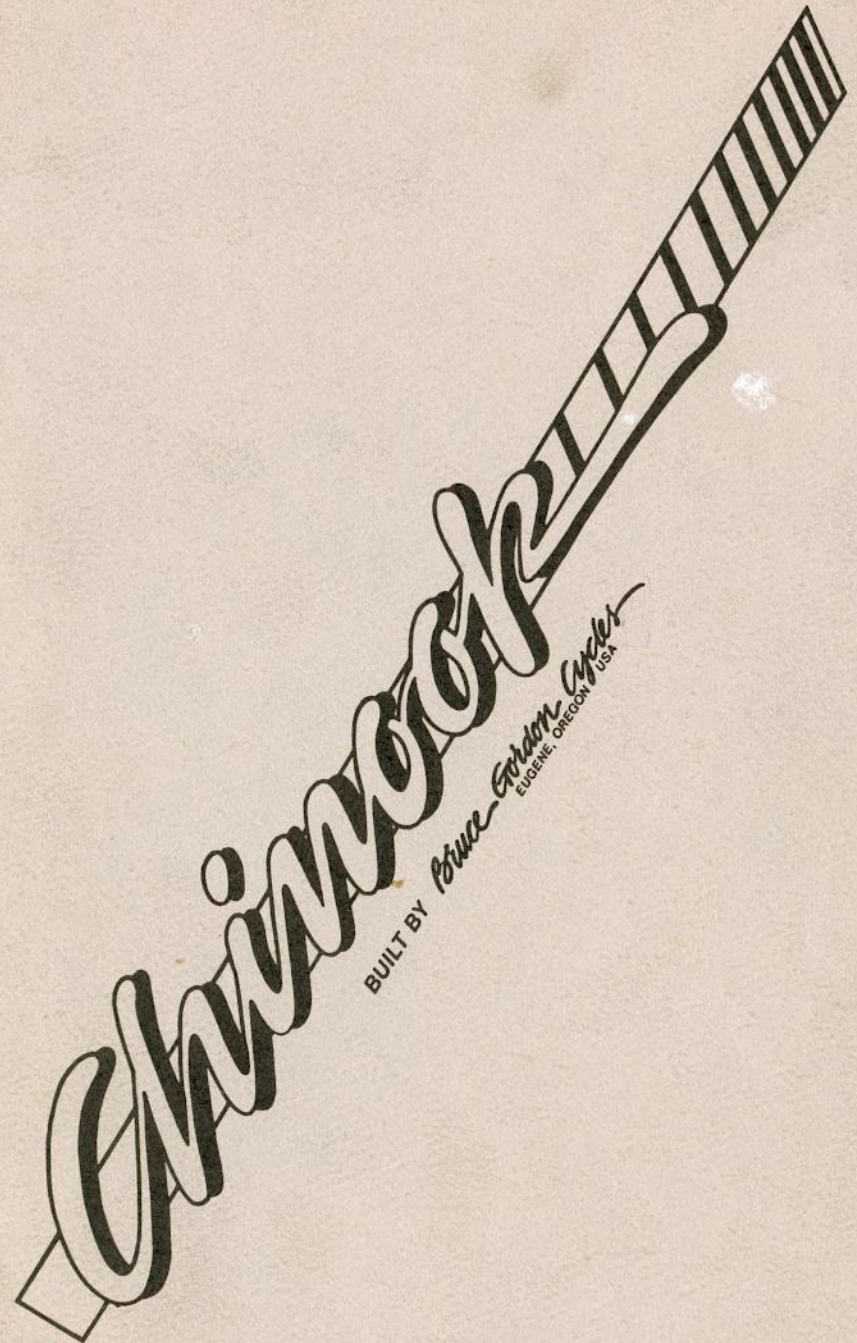
Chinook Racing Frame.....\$450  
Chinook Touring Frame.....490  
Touring Racks front & rear.....200  
Custom Bruce Gordon frames starting.....800

All prices plus freight

Specifications and prices subject to change

**BRUCE GORDON CYCLES**

1070 West 2nd Street Eugene, Oregon 97402 Tel. (503) 343-9313



Bruce Gordon Cycles introduces Chinook, a new line of high quality bicycle frames built with the same precision as our custom frames, but offered at a slightly lower cost. These Chinook frames blend "state of the art" technology with our well-known craftsmanship.

During the design stage for the Chinook, we decided not to change the quality of the materials, machining or brazing. Instead we realized we could reduce cost by eliminating some options and selling the frames only through dealers. In addition, our construction time was cut because a Chinook is not designed to a specific rider's measurements.

People ask us why buy a Chinook instead of an imported frame? This is easy for us to answer - they are better made. Our frames are more accurately put together and the materials are of higher quality.

Some American cyclists have been misled by the mystique of imported bicycles. Careless workmanship and construction techniques, as well as misinformation about materials are upsetting to us.

Some importers have made claims of using investment cast parts and silver brazing that are not accurate. Poor workmanship is often hidden by the paint, and in many instances faulty machining and production shortcuts are not evident until the frame is taken apart. In the process of doing frame repair on some of the premier European frames, we

have uncovered appalling examples of tube mitering and brazing. Unfortunately, these mistakes are usually only seen by framebuilders doing repairs.

In past conversations with dealers, many have pointed out the need to align, tap and face frames before assembly. This takes time, costs money, and we feel that it should not be the responsibility of the dealer. Recently distributors have been advertising that they align and machine the frames they import. This lack of attention to detail at the factory should lead the buyer to question the care and quality control that takes place in the building process.

Chinook dealerships will be limited to 1 or 2 protected outlets in each major area of the country. Custom Bruce Gordon frames will also be made available to these dealers.

Quality control at Bruce Gordon Cycles is very important, our frames are owned by hundreds of satisfied riders, both racers and tourists. Recently our custom frames have been sold in Italy and Japan. The frames are described in The Custom Cycle and Bicycling. Just this past year Playboy and Connoisseur magazines have featured Bruce Gordon Cycles.

We show the pride we have in the Chinook line by placing the Bruce Gordon name on the left chainstay.