

NEW!

Low priced 10-speeds fully equipped with performance features!

NEW!

BMX bicycles designed for off-the-road and track riding!

NEW!

X-tra Lite Schwinn Hi-performance bicycles in the 20 to 32 lb. class.

NEW!

Huge selections of bicycle values featuring the great new '78 Schwinn bicycles.

SCHWINN® '78

*Spring
Cavalcade
of
Bicycles*

**FEATURING
THE NEW SCHWINN®**

**Sprint
10-SPEED**

... in a variety of sizes to fit both men and women.

\$136⁹⁵

Assembled and Ready-to-Ride

- Precision 10-speed derailleur gears for easier riding.
- Dual-position hand brakes for added convenience.
- Comfortable padded saddle.
- Hi-pressure gumwall tires.



**AS SEEN ON
NETWORK
TELEVISION!**

NOTE: Manufacturer's suggested retail prices. Prices and specifications subject to change without notice.

New this spring! A beautifully designed lightweight style bicycle that is built to take it and featuring performance components.

SCHWINN'S GREAT IN '78!

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SCHWINN® ...THE LEADER...WHEN SCHWINN DOES

BMX America Bike S

**AS SEEN ON
NETWORK
TELEVISION!**



**REINFORCED
FRAME!**

ON THE TRACK...OR OFF-THE-R

THE SCHWINN®

Scrambler

- Handlebar cross-brace.
- Schwinn Scrambler studded tires.

The Schwinn Scrambler... the first production BMX bicycle... with the famous Schwinn Cantilever Design frame with additional reinforcement. It is the perfect combination of no-nonsense design features that continue to win BMX races all over the circuit.



**AT HOME
ON OR OFF-THE-ROAD!**

**A WINNER
ON TRACKS EVERYWHERE!**

**THE SCHWINN®
SCRAMBLER**

"36x36"®

- BMX racing saddle.
- Hand-built electro-forged frame.
- 6½" crank arms.

A new concept in BMX design with 36 hole spoking, heavy duty wheels, Schwinn Scrambler BMX tires, cross-braced handlebar and many other high performance track features.

\$ 124⁹⁵

**Assembled and
Ready-to-Ride**



**TUBULAR
STEEL RIMS!**

YOUR FACTORY AUTHORIZED SCHWINN SERVICE DEALER HAS

...S IT, IT'S DONE RIGHT!

...s Newest Sport!

ROAD... SCHWINN® BMX IS NO. 1.



bler!

- Heavy duty spokes.
- Sigma welded reinforced frame.

\$132⁹⁵

Assembled and Ready-to-Ride

NEW!

AS SEEN ON NETWORK TELEVISION!



COMPETITION TESTED!

**HI-PERFORMANCE!
LIGHTWEIGHT!
THE SCHWINN®**

SX-100!

- New colored molded nylon MAG wheels!
- NEW diamond style frame with gusset construction!
- Schwinn designed track racing tires that bite!

Designed to take on the pack and win! New high-performance frame design, special construction, BMX racing saddle, and other dirt track features.

\$166⁹⁵

Assembled and Ready-to-Ride

EVERYTHING FOR BMX...BIKES, HELMETS, PADS AND PARTS!

...and specifications subject to change without notice.

HUGE SELECTIONS OF 5 AND 10 SPEED SCHWINN LI

27 INCH WHEELS



SCHWINN®

Continental II
10-SPEEDS
\$164⁹⁵

- Chrome tubular front fork.
- Quick release front hub. **Assembled and Ready-to-Ride**
- Dual position handbrakes. **Assembled and Ready-to-Ride**

SCHWINN®

Caliente
10-SPEEDS
\$156⁹⁵

- FF front freewheeling system. **Assembled and Ready-to-Ride**
- PPS Positron shift system. **Assembled and Ready-to-Ride**
- Unique frame construction. **Assembled and Ready-to-Ride**

THE FAMOUS S

AN ALL-TIME SCHWINN BEST SELLER!



- Schwinn-built diamond style frame.
- Schwinn tubular rims . . . gumwall tires . . . 27" x 1 1/4"
- 10-speed derailleur gears.

30 DAY FREE CHECK-UP ON EVERY NEW SCHWINN-- CO

SCHWINN
X-tra Lite
BICYCLES

SCHWINN X-TRA

SCHWINN
X-tra Lite
BICYCLES



True Lightweights

SCHWINN®

Paramount

- Handcrafted throughout!
- 10-speed derailleur gears!
- Made-to-measure frames available!

\$775⁰⁰

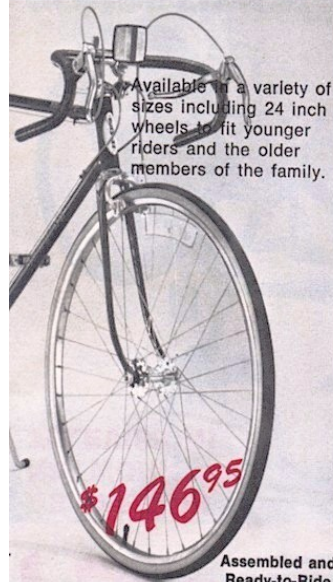
15-Speed Gears
at \$10.00 Extra Cost

SCHWINN®
Volare

- Fully lugged frame!
- Reynolds 531 double butted tubing!
- Aluminum alloy wheels!

LIGHTWEIGHT STYLE BIKES FOR EVERY RIDING TASTE!

SCHWINN VARSITY!®



Available in a variety of sizes including 24 inch wheels to fit younger riders and the older members of the family.

\$146⁹⁵

Assembled and Ready-to-Ride

27 INCH WHEELS



SCHWINN® *Suburban*

5-SP. **\$149⁹⁵** 10-SP. **\$159⁹⁵**

- FF front freewheel system.
- Upright handlebars.
- Positron II derailleur.

Assembled and Ready-to-Ride

SCHWINN® *Collegiate Sport* 5-SPEED

- Drop style handlebar.
- 26 inch wheel, gumwall tires.
- Rattrap pedals.

Assembled and Ready-to-Ride

COMPLETE SELECTIONS OF PARTS AND ACCESSORIES!

LITE BICYCLES!

SCHWINN
Xtra Lite
BICYCLES

TRUE LIGHTWEIGHTS!
20 TO 32 POUNDS LIGHT!



SCHWINN® APPROVED
Super Le Tour
12.2

- Fully lugged frame!
- Quick release hubs!
- Chrome plated front fork crown! or
- Fully chromed finish (at extra cost.)

\$249⁹⁵

Assembled and Ready-to-Ride

COMPONENTS OF EXTRA LIGHT ALLOY MATERIALS!

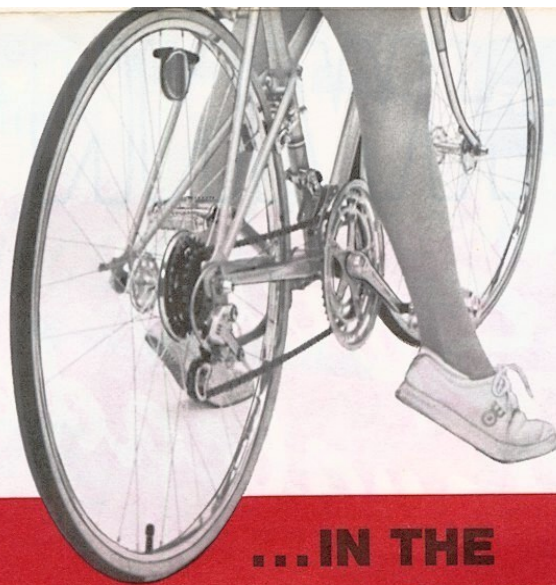


SCHWINN® APPROVED
Le Tour III

- Fully lugged frame!
- Aluminum alloy kickstand!
- Alloy cotterless

PROFESSIONAL PERFORMANCE FOR THE RIDER WHO WANTS THE BEST!





**...IN THE
20 TO 32 LB. CLASS!**

Assembled and
Ready-to-Ride

\$549⁹⁵

**SCHWINN[®]
Superior[®]**

- Internally lugged Schwinn frame!
- Hand brazed frame!
- Center pull brakes!

\$229⁹⁵

Assembled and
Ready-to-Ride

EVERY SCHWINN IS ASSEMBLED... READY-TO-RIDE... FREE 30 DAY



**SCHWINN[®]
Sting-Ray[®]
\$114⁹⁵**

Assembled and
Ready-to-Ride

3-SPEEDS!

Responsive, quick, easy-riding!
Studded rear tire, MAG sprocket
and 3-speed gears with coaster brake.



**SCHWINN[®]
Tornado[®]
\$89⁹⁵**

Assembled and
Ready-to-Ride

COASTER BRAKE!

Here's the BMX look in a bike that's
built for fun. Number plate, colorful
styling, special saddle.

AN OUTSTANDING



**SCHWINN[®]
Sportabout[®]**

Drop Handlebars

TWO GREAT MODELS AVAILABLE

- Economy priced!
- 10-Speed derailleur!
- Schwinn diamond frame!

YOUR CHOICE

\$129⁹⁵

SAVE WITH SCHWINN... BETTER RIDING... LONGER LASTING.

NOTE: Manufacturer's suggested retail prices. Price



crankset!

\$179⁹⁵

27" men's frame at \$10.00 extra cost.

Assembled and Ready-to-Ride



CAREFULLY ASSEMBLED AND TUNED FOR A HIGH PERFORMANCE RIDE!

SCHWINN[®] APPROVED

Traveler III

SCHWINN LEADS THE WAY IN 10-SPEED LIGHTWEIGHT DESIGN!

- Carbon steel lugged frame!
- Brazed frame construction!
- Center pull caliper brakes!

\$149⁹⁵

Assembled and Ready-to-Ride



SERVICE CHECK-UP INCLUDED... WE SERVICE WHAT WE SELL!

NG BIKE VALUE!



SCHWINN[®] Runabout

Tourist Handlebars

ABLE FOR MEN AND WOMEN!

- Built-in kickstand!
- Comfortable saddle!
- Chrome trim!

\$49⁹⁵

Assembled and Ready-to-Ride



SCHWINN[®] Fair Lady

\$114⁹⁵

Assembled and Ready-to-Ride

3-SPEEDS!

Sting-Ray styling for the young miss with the added advantages of 3-speed gears with coaster brake. Floral saddle. White grips.



SCHWINN[®] Lil' Chick

\$89⁹⁵

Assembled and Ready-to-Ride

COASTER BRAKE!

Schwinn-built frame for girls, chrome plated fenders, floral design saddle, and a built-in kickstand.

...HIGHER TRADE-IN VALUE...MORE BIKE FOR YOUR MONEY!

Prices and specifications subject to change without notice.