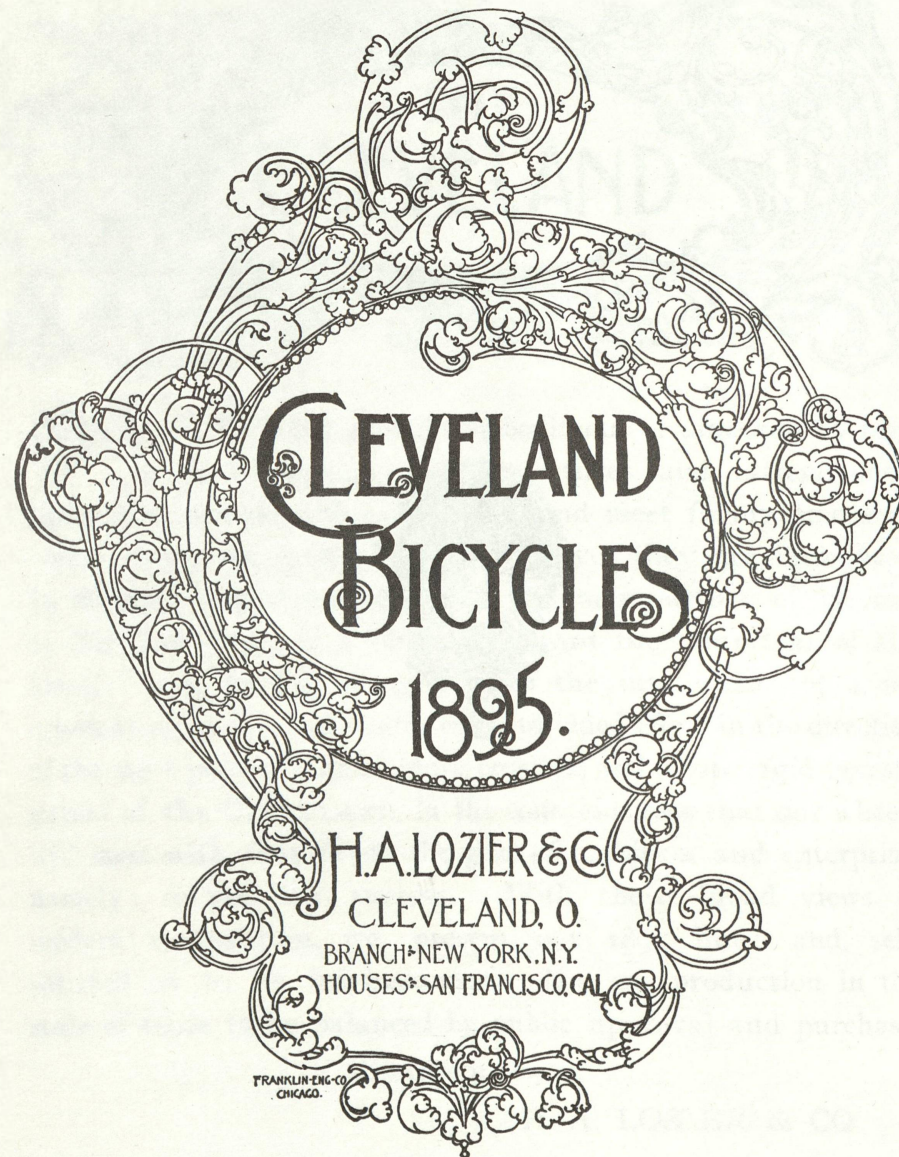


CLEVELAND BICYCLES

1895



H.A. LOZIER & CO.
CLEVELAND O.





OUR BICYCLES are the embodiment of sincerity in high grade, presenting modern features and attractiveness that must command the admiration and meet favorable consideration with the general public wherever they are introduced. In the very active competition in the manufacture of bicycles at this time there is a tendency toward the "survival of the fittest;" and, in full recognition of the intelligence of a discriminating public, we center our undivided effort in the direction of the most perfect manufacture possible, and invite rigid investigation of the CLEVELAND, in the consciousness that our wheels will meet with that favor, the goal of ambition and enterprise, namely: unqualified success. With these broad views of modern competition, we present our 1895 line; and, self-satisfied as to its intrinsic merit, place our production in the scale of trade to be balanced by public approval and purchase.

Sincerely yours,

H. A. LOZIER & CO.

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Has fairly bounded into popularity during the past season. With society, it is the accepted pastime for either sex; recommended by the medical profession for health and pleasure, and accepted in business as a necessity. You may as well be out of the world as without a wheel. The universal adoption of the cycle is a graceful acknowledgment of the advancement made in the science of its construction, that has removed all objectionable features and made this vehicle for human kind capable of wonderful results with the slightest exertion of physical force. The Cleveland has now so fully established itself in the bicycle trade, and with the public at large, that it is recognized as one of the few leaders in this great business. In the opening of the business for 1895, we can simply assure our friends of the continuance of our policy to make and present for public favor a perfection of production and the requisite features of highest possible grade of bicycle construction. Our wheels of 1894 seemed to have reached the high water mark of perfection; but yet, ingenuity and progressive determination, supported by adequate capital, permit us to invite your careful attention to marked improvements for 1895, rendering the Cleveland as invincible in competition as it is satisfactory in use.



OUR introduction of a tube of $1\frac{1}{4}$ inches in diameter is a marked change in the construction of bicycles, and carries with it a grandeur of appearance, combined with strength, that is distinctive in itself. Our weights are materially reduced to meet the popular demand, and this without sacrifice of strength and durable qualities. Our handle bars are of graceful design and yet stronger than ever, and upon our No. 20 we introduce the new feature of reversible action, giving the rider a drop or raised bar at his option. Our tubular crown, as well as the double plate crown, are new ideas, while our flat forks are marvels of strength and safety combined, especially on our new designs, Nos. 19, 20 and 21. Our rear forks are greatly increased in size, giving a wonderful stiffness of frame that all riders will appreciate. We have this year in cranks a graceful conceit, almost delicate in appearance, yet far stronger and more serviceable than any heretofore used, manufactured, as they are, of the finest quality of spring-tempered steel. Our interchangeable front sprocket (detachable rim) will be recognized as a modern convenience. The Cleveland chain stands singly and alone as the best device of its kind yet invented, the size, only $\frac{1}{4}$ of an inch, with its hardened pin, gives it a pulling strength unequalled by any bicycle chain yet produced. We desire also to call attention to the crank bracket forging, crank axle bearing adjustment, rear wheel hub and rear sprocket fastening, all of which show advanced ideas in manufacture.



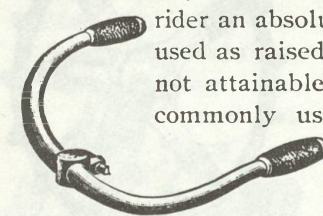
OUR wheel base is shorter on our No. 19 to insure better speed facilities. Our saddle posts present new and novel ideas in the combination L and loop posts that permit of almost any adjustment of saddle position. Our saddles are new and with qualities that give ease and comfort. Our tires for 1895 will exhibit an entirely new departure in tire construction, yet retaining the same resiliency of action that has made Cleveland tires so famous. We shall also use in connection with the same, the celebrated Webb fastening, giving a convenience of repair unequalled by anything known to date, as well as the clincher tire that made the Cleveland so famous in 1894, together with the single tube and cemented tires when desired. With this unprecedented line of progressive and practical improvements, we commend the Cleveland for public



approval without the least apprehension as to popular results. The introduction of so many improvements is in line with that progressive spirit that has with unprecedented rapidity placed us in the lead of high-grade bicycle manufacturers, and gained for the Cleveland a popularity that is phenomenal. We will now mention in the descriptive and detail some points of modern excellence and mechanical conceits introduced in the construction of our beautiful 1895 models.



On styles Nos. 18, 20 and 21 we present our reversible handle bars, a feature entirely new and novel, with a higher degree of merit from a practical standpoint than any adjustable bar can possibly demonstrate, an appropriate idea exclusively for the Cleveland, giving the

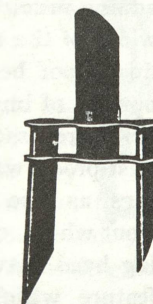


rider an absolute, positive, perfect position whether used as raised or dropped, an essential requirement not attainable in the use of adjustable bars now so commonly used. Gracefully curved, with every consideration given for strength and lightness, our reversible handle bars will be recognized as an item of special excellence in our 1895 models.

Upon our style No. 19, our racing wheel, we have adopted an 18-inch handle bar of large tubing with a 7-inch drop pattern, especially adapted for racing purposes, as may be observed in the illustration of this wheel, and to which we would call the especial attention of expert and fast riders.

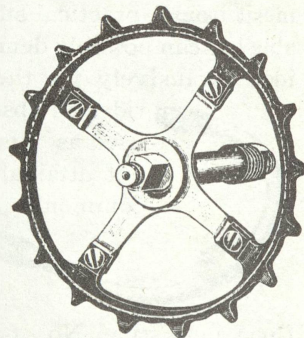


Upon styles Nos. 16 and 18 wheels we use this season the tubular crown, with a view to secure great strength. The sides are carefully constructed of the strongest and best made tubing in the world, one inch size, gracefully tapered and flattened, and carefully reinforced, the crown being formed by three distinct steel forgings and cross tube, giving a complete construction of unequalled strength, so requisite at this vital point of a bicycle. Our double fork crown, as shown in illustration, is introduced upon styles Nos. 19, 20 and 21, and is something new in fork crown construction. The top plate of same is a steel forging of unusual strength passing up into the fork head tube, and also down into the fork sides, which, with additional reinforcement presents a fork crown of unquestionable strength. The steering head tube is also reinforced to withstand any possible shock and avoid any possible chance of fracture from accident or crystallization.



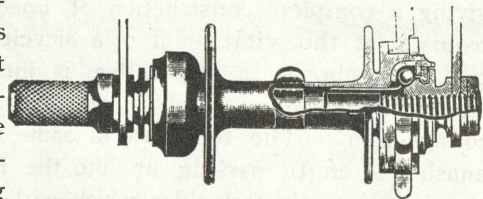
FRONT SPROCKET

As shown in the illustration, our front sprocket is interchangeable, a feature that will be highly appreciated by those riders who use different gear for different uses of the wheel. By this arrangement a rider can accommodate his own ideas for the tour or racing path with but little trouble in changing from one gear to another. The "spider," or center with arms, is firmly keyed and brazed to the crank axle, while the sprocket rim is attached to the "spider" by means of four small bolts and nuts. The convenience of this device will be keenly appreciated by a large class of riders who make long tours on a lower gear, and yet require a much higher gear for a few special occasions each season, in order that they may demonstrate their speed abilities upon the racing path.



REAR WHEEL HUB

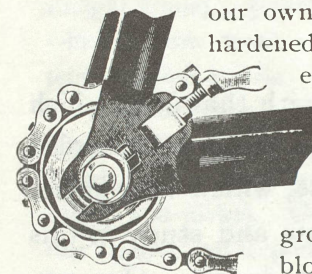
In this part of the Cleveland we show improvement, as will be noted in this description. In construction, the hub is turned out of solid bar steel, nicely formed and of new design, the ball tracks being much further apart than in our 1894 models, adding much to the rigidity of the wheel without in the least increasing the width of the tread. We retain for our exclusive use the celebrated Burwell dust-proof bearings with a development of improvement, the cones being recessed to hold the felt dust-proof washers. These bearings, as also the bearings in the front wheel, crank yoke and steering head, have the ball retaining feature, which permits of the removal of either of the axles or front fork without the balls being disturbed, an idea that will be highly approved by experienced wheelmen, who will appreciate the value of this device.



CHAIN AND CHAIN ADJUSTMENT

No feature of a bicycle holds a greater relation to it for better qualities than the chain—a fact that hardly commands any consideration on the part of the novice, yet finds the fullest recognition by those

of ripe experience. The Cleveland chain is unquestionably one of the greatest improvements in bicycle mechanics of the day, both in the method of construction and the greater results obtained in its use. It is a patent of



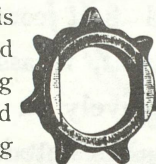
our own, having succeeded in making a chain with a hardened pin and block, in fact, every part of the chain excepting the side links is hardened and tempered.

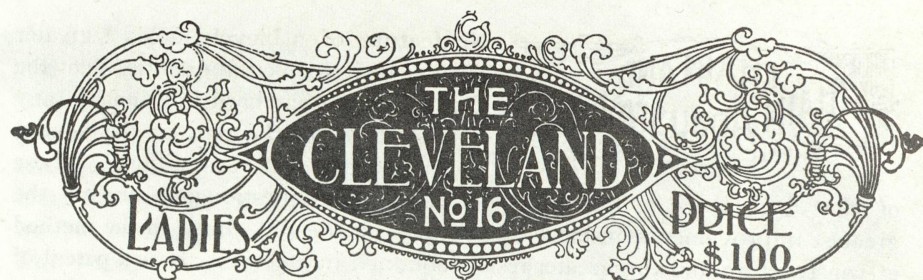
The construction is peculiar from the fact, instead of the common, unreliable rivet, the hardened pin presents a recess or groove on either end, and the side link is forced into the groove, holding it firmly in place, the holes in the block and side links being carefully reamed before assembling. We thus have a chain that is absolutely perfect in pitch and superior to anything of the kind yet produced, both in running and wearing qualities. We used this chain about three-fourths of the season of 1894, and have failed yet to see a single one, even under the closest measurements, that has showed the least stretch. Our models for 1895 present the same chain adjustment as in 1894, which is so simple and effective as to hardly admit of improvement. Positive in its action, it is so arranged that it is fully protected from accident.



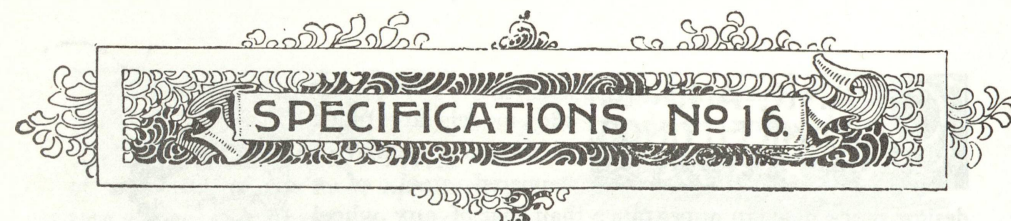
REAR SPROCKET

Again we show improvement in this important part of the Cleveland. Our rear sprocket is detachable by a method most simple. Referring to the illustration, you will observe there are two jaws arranged to fit corresponding flat places on the hub, the sprocket being held in place by the nut and washer, the design being that the jaws shall take all the driving strain, while the nuts and washers will hold it firmly in place.

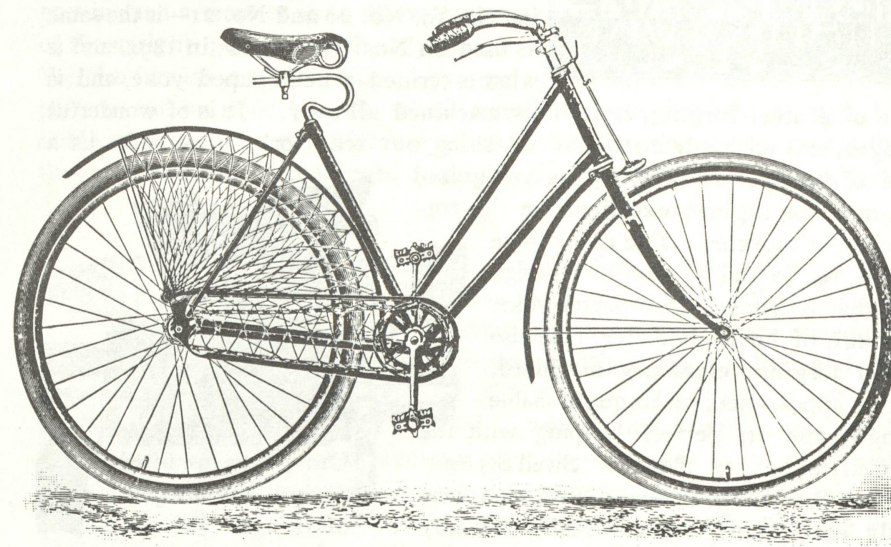





 OUR ladies' wheel was received in 1894 with that favor which gained for it a popularity that unquestionably placed it first in the list of all cycles for ladies' use, which is evidence of the most conclusive kind our experiments and study in this department were successful in an unusual degree. Our prediction, made a year ago, that the ladies of America would soon follow the gentlefolks of the best society of Europe in the adoption of the bicycle as a healthful pastime has come true, even in excess of our anticipations. Our Number 16 for 1895, for ladies and misses, is a bicycle study of mechanical art calculated to give grace to the rider and avoid any possible feeling of awkwardness. It is a gem of perfection and dainty weight, elegant construction and finish. Strength, the essential quality, has received first consideration; while durability, its counterpart requirement, is assured. Our Burwell dust-proof bearings, used exclusively on the Cleveland, give our wheels the easiest riding qualities attainable, which cannot possibly fail to be convincing to intending purchasers of high-grade wheels.



Wheels, 26 or 28 inches. Wood rim. 1 5/8-inch Cleveland cross-thread detachable tire, Webb fastenings. Improved "I. C." valve. Cleveland straight frame. 9-inch head. Flat forks. Burwell dust-proof bearings. 5-inch narrow tread. Detachable sprockets, front and rear. Special improved rubber pedals. Drop-forged steel cranks; 5 1/2-inch throw. 18-inch raised handle bars. Ladies' special spring saddle. Loop post. Detachable mud guards. Square tool bag with tools, including repair outfit. Cleveland detachable woven linen and silk dress and chain guard. Finish, black enamel and nickel. Gear, 60 inches. Weight, 24 pounds. L saddle post may be specified if preferred. Price, \$100.00.



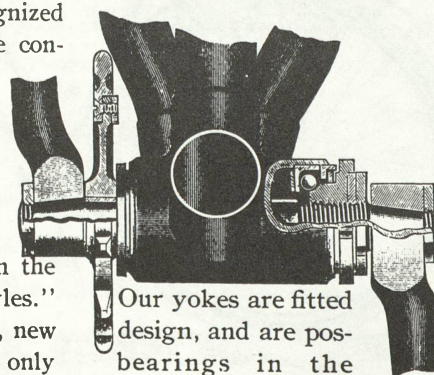
CRANK AND CRANK FITTINGS

The cranks used on our 1895 models are made of the finest quality of tempered steel, of a design more neat in appearance than that of any wheel in the market, adding much to the symmetrical and graceful appearance of the wheel. The method of attaching the crank to the crank shaft on Styles Nos. 19, 20 and 21 is new, the ends of the shaft being tapered, which, in conjunction with the two flat surfaces and jam nut, prevents the crank from coming loose; yet, at the same time, if it is so desired, it can be removed almost instantaneously, without the use of any tools other than a wrench. No occasion will ever require the use of a hammer or anything else that might mar or in any way deface the crank.



CRANK YOKE

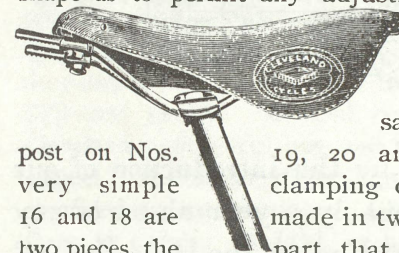
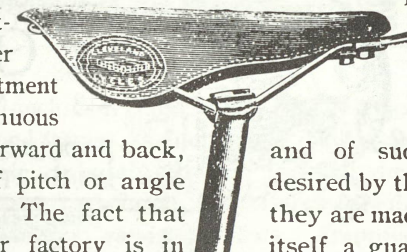
The crank yoke used on all styles—excepting No. 19, No. 20 and No. 21—is the same as used on Nos. 10, 11, 12, in 1894, and is what is termed a bell-shaped yoke, and is made of a steel forging, beautifully machined all over. It is of wonderful strength, and with our method of attaching our rear fork tubes, gives us a yoke of unequalled rigidity—a recognized feature of the highest excellence in the construction of bicycles. The crank yoke on Nos. 19, 20 and 21 is of new design and what is known as a barrel yoke. Although of large diameter, it is also a steel forging, elegantly machined, neat in appearance, of unquestionable strength and in perfect keeping with the symmetrical beauty of these "Swell Styles." with our Burwell bearings of tool steel, new positively dust-proof, and are really the only market that will remain clean, bright and uncut by grit the year around.



Our yokes are fitted design, and are pos- bearings in the

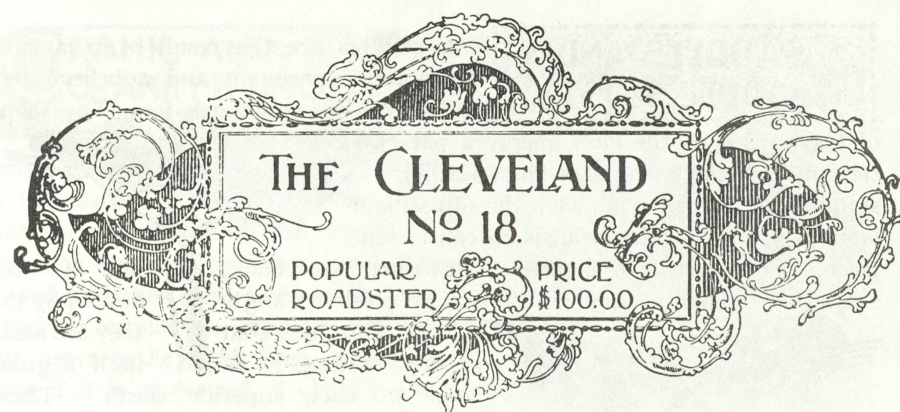
SADDLES AND SADDLE POST

Our saddles are the result of exhaustive study and experiment, and we believe they will be all one could ask for. The shape of the tops is of the most approved pattern and are made from the finest leather suitable for this purpose, while the adjustment is simply perfect. The spring is one continuous piece, $\frac{3}{16}$ of an inch in diameter, bent forward and back, shape as to permit any adjustment of pitch or angle rider. The fact that in our factory is in itself a guarantee of their superior worth. These saddles weigh but 13½ ounces. The saddle post on Nos. 19, 20 and 21 is a straight tubular post with a very simple clamping device to hold saddle. The posts on Nos. 16 and 18 are made in two styles—L and loop. They are made in two pieces, the part that enters the frame being of strong tubing, while the L or loop is made of steel spring-tempered, and fitted to the upright post in such a manner as to allow them to be reversed, that is, forward or back of the upright, permitting the adjustment of the saddle to almost any position. We also furnish on style No. 16 our spring saddle, same as No. 10 of 1894 pattern, and on style No. 18, when so requested, we furnish our style No. 9 saddle of 1894. We manufacture all of our saddles and it is needless to say they are subjected to that rigid inspection that is characteristic of our factory.



Finish

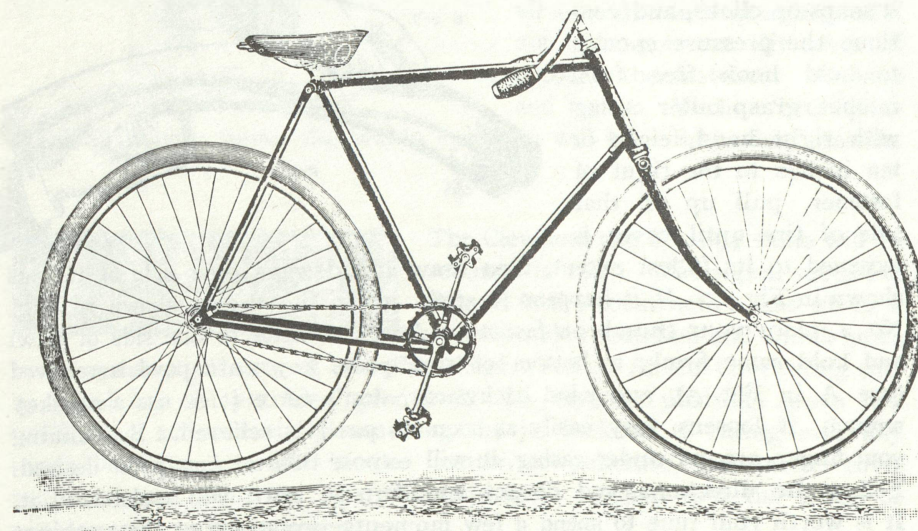
Nothing can be finer or more durable than the finish on our wheels. Our enameling department is replete with every convenience, while our nickeling department is supplied with every facility and device recognized as the best in this class of finish. A fine finish is not always an indication of high grade mechanical work; but a well-made machine should not lack in this essential of a becoming exterior. On the Cleveland there is applied four coats of the best quality enamel, and all nickel plating is put on over copper; and it is acknowledged that the nickel plating and enameling of the Cleveland wheels is the standard of the country.



THE sensation created in 1894 by the introduction of our No. 11, which was unquestionably a year ahead of any wheel on the market, gave us a prestige in the trade that all were compelled to acknowledge. Our '95 pattern, No. 18, is constructed upon the same beautiful lines, with a lightness of weight and a stiffness of frame that is marvelous. These important items of modern improvements, together with our new interchangeable sprockets, our new improved bearings, reversible handle bar, when so desired, saddle of new design and comfort, the lightest, strongest, handsomest chain ever placed upon a bicycle, as well as our new elegant thread tires, which, without question, are the most durable ever placed upon a wheel, with a resiliency of action and convenience of repair unequalled by anything yet produced. Nothing has been left undone, with the expectation that our No. 18, 1895 style, will jump at once into public favor as the best constructed, lightest running and most popular of all \$100.00 wheels on the market.

SPECIFICATIONS · No 18

Wheels, 28 inches. Wood rim. $1\frac{3}{8}$ -inch Cleveland cross-thread detachable tire; Webb fastenings. Deep diamond frame. 9-inch head. Improved "I. C." valve. New designed flat fork; tubular crown. Burwell dust-proof bearings. 5-inch narrow tread. New detachable and interchangeable sprockets, both front and rear. New Cleveland rat-trap pedals. Improved drop-forged steel cranks; $6\frac{1}{2}$ -inch throw. 18-inch drop handle bar. New Cleveland saddle. Special combination L and goose-neck saddle post. Cleveland square tool bag and tools, including repair outfit. Finish, black enamel with nickel trimmings. Spokes, double butt-ended piano wire, enameled to intersection. Chain, new patent Cleveland hardened pin. Gear, 68 inches. Weight, 23 pounds. The following details or parts may be substituted or added: foot brake, raised handle bars, 60, 64, $66\frac{1}{2}$ or 72 gear. Price, \$100.00.



WEBB TIRE FASTENING

The modern demand for very light weight wheels requires a reduction in tire weight, and catering to this requirement of bicycle riders, and at the same time obviating any sacrifice of strength, we have adopted the "Webb" tire fastening, but adhere to the cross-thread construction of the tire fabric. Strength is a quality that we cannot dismiss, but must meet modern requirements of cyclists with a tire fastening of simplicity, durability and lightness, embodying many principles and advantages that must surely be appreciated. It is instantly detachable. It is held firmly on the edges of the rim and cannot roll or creep. It is securely attached to the rim, independent of air inflation. It matters not whether the tire is inflated hard, or little or no air in it at all. The tire cannot come off until it is taken off. A slight jam in the rim does not interfere with the fastening. In case of accident or puncture, it can be instantly repaired by the roadside or anywhere. The wires cannot rust, being made of steel bronze, and will stand a tensile strain of 1,000 pounds.

Directions for Operating Tire.—To take off tire, deflate tube until quite soft, unscrew cap to fastener on the side you want to take off, then press down hard, or until it snaps or clicks, and continue the pressure enough to hold hook free from ratchet, grasp outer casing with right hand, eight or ten inches to the right of fastener, pull up on that side of tire until cover is loosened to its fullest extent, then draw it sideways over side of rim as shown in Fig. 1. If it happens to stick, grasp the tire as shown in Fig. No. 2, place your thumb on fastening device a little to one side of pawl and hold same firmly to bottom of rim, press key until pawl is relieved (see A in Fig. 3), and wind backwards, don't force it or use a monkey wrench, it loosens very easily as soon as pawl is relieved. By running your finger around under casing, it will expose tube at any point desired. Follow the directions, and do not condemn it until you understand it. It is worth your time to spend a few moments investigating the workings

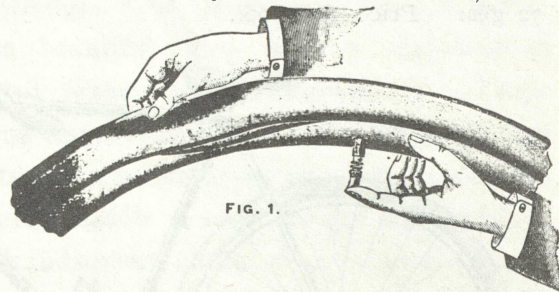


FIG. 1.

of the tire before operating. It will be found very easy to operate when once you know how. Pneumatic tires are often ruined by ignorance and improper knowledge of operating them. To replace tube and tire:—Place tube on rim, pump up lightly or enough so that tube will not wrinkle,

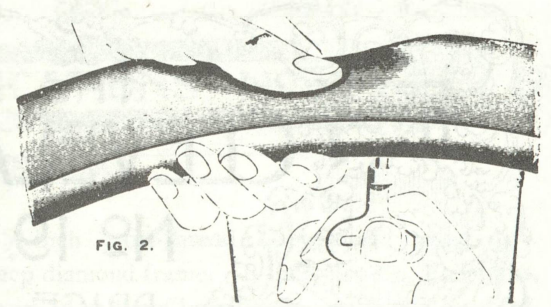


FIG. 2.

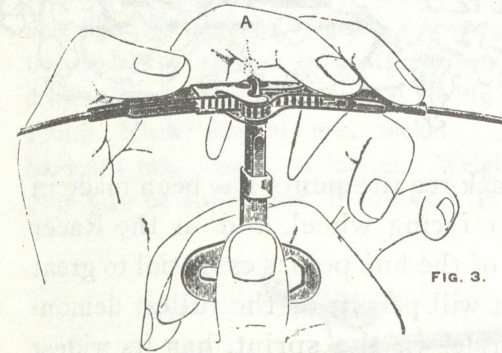


FIG. 3.

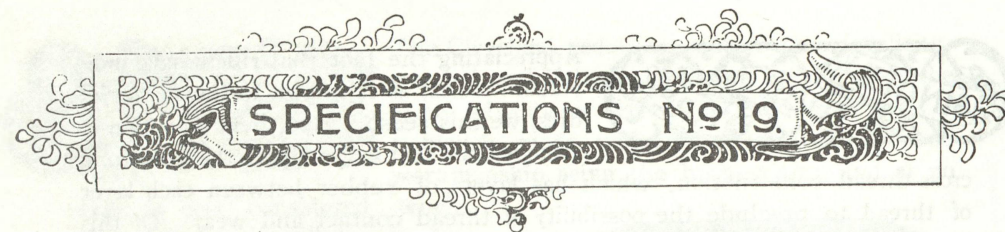
insert fastener by sliding as close to rim as possible, so that tube will not catch under same. First be sure that the wire is out to its fullest extent by pressing key to stem and unwinding. With your fingers press tube in place at all points on the rim until it lies smooth. Start at the right and press wired edge down into groove all around, wind up tight, and if not tight you can lift cover off opposite the fastener. Be sure and try it. With a little practice and common sense, the whole operation will take but a few seconds.



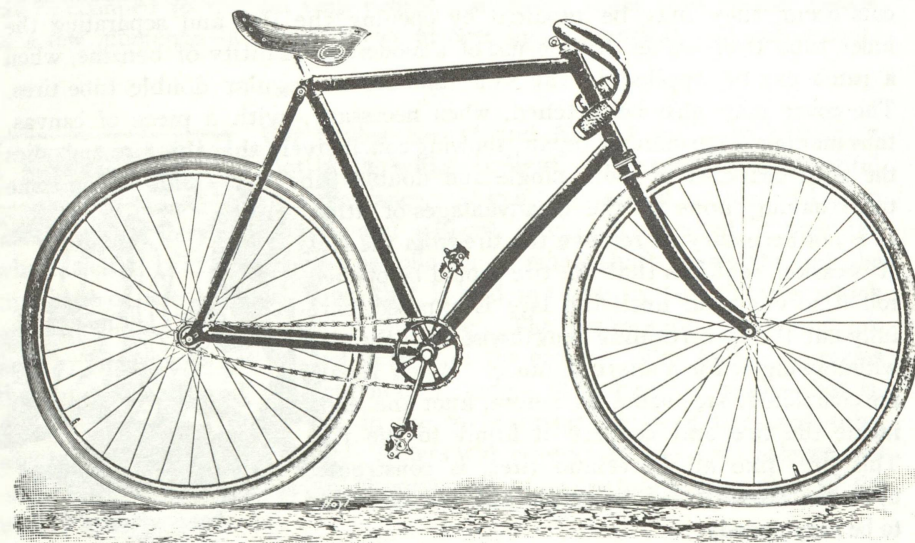
The Cleveland tire of 1894 fame will be retained in 1895. The signal success of this art in tire construction has given it a world-wide reputation and added much to the great popularity of the Cleveland wheels. As an easy riding tire, its equal has not yet been produced. Its superior pliability gives it a resiliency of action entirely removing the jar incident to riding over any rough bit of track, while in the matter of puncture, the outer cover can be slipped from the rim, the inner tube patched and the wheel be running again in five minutes.



AN exhaustive study of track requirements has been made in the manufacture of our racing wheel, and in the Racer Superb we have a combination of the fine points essential to great speed. Rigidity of frame, that will permit of the fullest demonstration of the power of the rider in the sprint, has its widest claim in our construction, while, at the same time, we have kept the total weight down to the minimum of racing requirements, viz.: 18 pounds. Our large, 1¼-inch tubing is a modern feature of excellence, captivating to the eye, and of the highest practical order in racing wheel construction. The minutiae of superior speed specialties, such as bearings, tires, tread, etc., etc., find a combination in the Cleveland Racer unequalled by any other wheel in the world, and, with our experience in 1894 and the track results of our racers as a basis, we predict without the slightest hesitancy, that more Clevelands will be seen on the race track this season than any other make of wheel.



Wheels, 28 inches. 1½-inch cross-thread Cleveland racing tire. Improved "I. C." valve. Deep diamond frame. 9-inch head. Flat forks, new double plated crown. Burwell dust-proof bearings. 5-inch narrow tread. Detachable and interchangeable front and rear sprockets. Improved detachable light spring steel cranks; 6½-inch throw. Cleveland dust-proof rat-trap pedals. 18-inch drop handle bars, large tube, special racing 7-inch drop pattern. Special improved No. 19 saddle. Post, straight and hollow Finish, black enamel and nickel. Chain, Cleveland patent ⅜-inch hardened pin. Gear, 68 inches. Weight, 18 pounds. A 62½, 72, or 76 gear may be substituted if desired. Price, \$125.00.

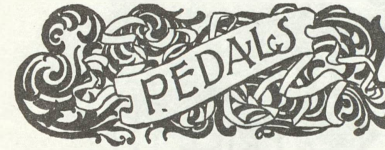
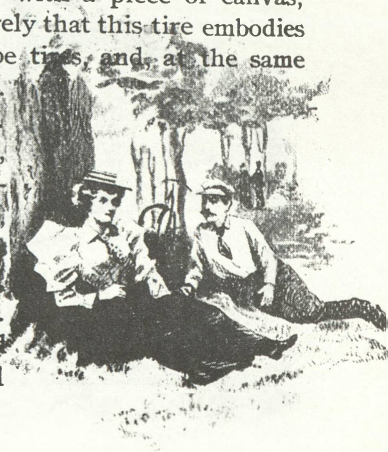




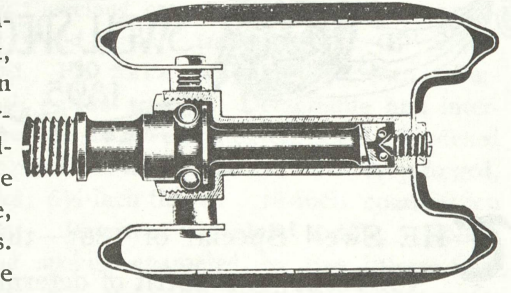
Appreciating the fact that riders have individual fancies, as it relates to the matter of tires, we this season give them an option of a single tube tire made upon the Cleveland cross-thread construction, which has layers of rubber between each layer of thread to preclude the possibility of thread contact and wear. Of this kind of tire, we, undoubtedly, present the most resilient, speedy and durable construction in the market. In case of puncture, the repair is made by plugging the aperture in the ordinary manner with devices commonly used for this purpose. Full instructions and repair outfit being sent with each wheel with this kind of tire.



The cemented or lace tire for 1895 is a great improvement upon those used in 1894. It is so constructed that in case of ordinary puncture it can be repaired by the same method as used on single tube tires, the inner tube being cemented to the outer case for this purpose. When large punctures or cuts occur, they may be repaired by opening the tire and separating the inner tube from cover by the use of a moderate quantity of benzine, when a patch can be applied in the same manner as regular double tube tires. The cover may also be patched, when necessary, with a piece of canvas, thus making a permanent repair, showing conclusively that this tire embodies the good features of both single and double tube tires, and, at the same time, having none of the disadvantages of either. It is not necessary to remove the tire from the rim. If occasion requires that the tire should be opened, roll it to one side until the lace is exposed, carefully cut the lace running lengthwise with the tire withdrawing it for a short distance. When repairs are completed, lace same as before, knot the ends, inflate the tire and cement it firmly to the rim. This tire, like all Cleveland tires, is constructed upon the cross-thread principle and will be found to be very speedy.



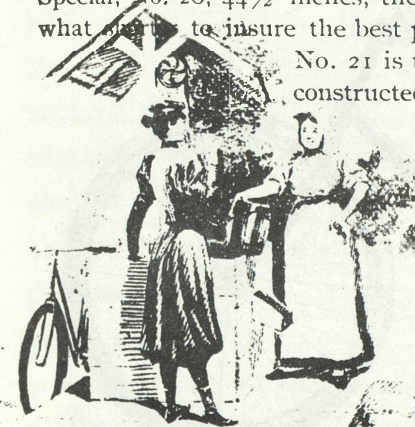
The Cleveland pedals are marvels of simplicity, strength and lightness, proving conclusively the many advantages derived by having all parts of a bicycle made under one roof, quality and workmanship being the highest aim, and at no stage is cost considered where there is the least possibility for improvement. Simplicity is high art, and reference to the illustration will convince you how wonderfully simple and practically excellent are our pedals. The frame is composed of but one piece, forming the two sides and ends. The inner bearing is within the box, while the outer bearing is in the end of the stud. The adjustment device could not be more simple, it being a screw with conical point at the outer end of pedal that is locked with a nut when adjusted. We furnish with each wheel a set of pedal rubbers, vulcanized on steel plates, which can be clamped to the rat-trap pedals, converting them into rubber pedals in a few moments—a novel device at once light, practical and convenient.



For Styles No. 16 and No. 18 we have devised a foot-brake which is light, convenient and beautiful in appearance. It can be removed or replaced upon the wheel in a very short time and without leaving a trace of it upon the wheel itself. It is constructed as follows: A small shaft passes through the cross-tube of the tubular crown that is held in place by two buttons which screw on shaft and into ends of the tube. The brake-shoe (aluminum) is held by two arms that project in front of the crown. The foot-piece passes through the arm and projects on either side. It is kept in place—that is, clear of the wheel when not in use, by a spring inside of the cross-tube, which is entirely out of sight. Riders will appreciate the convenience and neatness of this brake as an improvement of importance over that of the styles formerly used.



The graceful lines of our frames have been a source of much satisfaction to riders of the Cleveland, and argues strongly in our favor in combination with the intrinsic mechanical merits of our wheel. Strength and durability has commanded our first attention, with administration of most perfect results. Success in design is an accomplishment we have attained, and, as beauty is a great factor in the initial introduction, and quality the fundamental basis of continued success, you may well understand why the Cleveland is so popular wherever it is known. The frames on our Nos. 16 and 18 are quite like those used on our Nos. 10 and 11 in 1894, excepting the improvement of a much larger rear fork that gives greater strength and rigidity. The frames on Nos. 19, 20 and 21 are the sensation of the season, the upper tube being of $1\frac{1}{8}$ -inch tubing, the lower tube of $1\frac{1}{4}$ -inch, the saddle post or pillar tube $1\frac{1}{4}$ -inch and gracefully tapered for nearly or quite one-third of its length to $1\frac{1}{8}$ -inch. The rear forks are $\frac{7}{8}$ -inch at yoke, tapered to $\frac{3}{4}$ -inch diameter at rear fork end. The rear braces are $\frac{3}{4}$ -inch diameter at rear fork end and tapered to $\frac{5}{8}$ -inch at saddle bracket forging. In the matter of design, we will mention that our No. 18 has a wheel base of 45 inches, the No. 19, 42 inches, and our Swell Special, No. 20, 44½ inches, the No. 19, as you will observe, being somewhat shorter to insure the best possible speed facilities. The frame on our



No. 21 is undoubtedly the staunchest drop frame ever constructed for a ladies' wheel. The tubing used is of the same size as upon the No. 20. All frame joints are of forged steel and weldless tube, and are thoroughly reinforced to insure great strength. In the matter of height of frame, we will say that the fad of 1893 and 1894 for exceedingly high frames has exhausted itself, but to accommodate different leg measurements, we will furnish frames as follows: 23½-inch, or 25½-inch. Our wheel base has certainly met with popular approval. The machine is compact

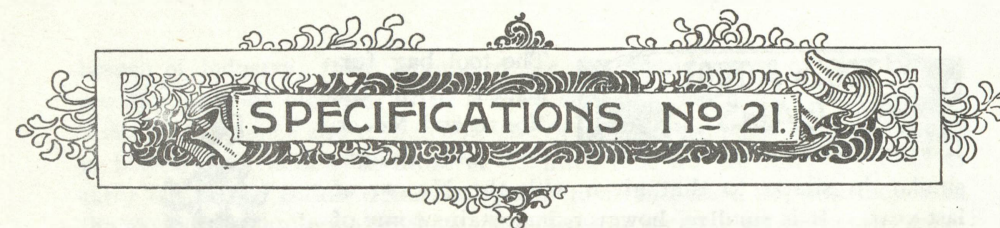
and rigid. The rider is well over his work and yet not so bunched up as to make riding uncomfortable.

Care of the Bicycle.—It is unpleasant to allude to the fact that very many bicycle riders are actually negligent in the matter of care of a wheel, seldom, if ever, cleaning it properly, yet ever expecting that it will be ready for use with every quality of smooth, easy riding, regardless of long tours over muddy or sandy roads, or daily use on unclean pavements and city streets. The Cleveland wheel will run better with less care than any other in the market, yet it is but just to us and beneficial to the rider that his wheel should be cleaned and oiled occasionally—it surely requires but little time, it is but proper recognition of the great care we have exercised in the manufacture of the same, and brings its reward in your ever possessing the easiest, lightest wheel ever made. Tires require especial care; particularly when the bicycle is put aside for the winter, or any occasion of long cessation of use, they should be carefully cleaned and your wheel be suspended by the frame, or inverted so as to rest upon the handle bar or saddle. Time sooner or later deflates the tire, and the weight of the wheel, even the lightest patterns of modern construction, will press the tire so it will double up on the sides in a manner that has a tendency to injure same. Bicycles, like carriages, harness, pianos, sewing machines, etc., etc., need care. Without it, they deteriorate, lose their beautiful finish, and, perhaps, rust—while a little care after each ride will prevent any of these possibilities and save many a dollar of needless expense. We venture to say that the bicycle manufacturers have supplied, upon their guarantee, thousands upon thousands of dollars on the matter of tires alone, which if the facts could be proven, has been wholly unjust, by reason of indifference on the part of the rider, or, perhaps, a lack of knowledge as to what constitutes the essential features of care. Don't leave your wheel in your yard all day or night, exposed to the scorching rays of the sun, the rain and dew; don't put it away in the winter in some old barn or shed where the snow and sleet will reach it. Put it in some clean, dry place, cover it up and protect it. Observe the suggestions relating to the tires, as above mentioned, and your Cleveland will last you for years.

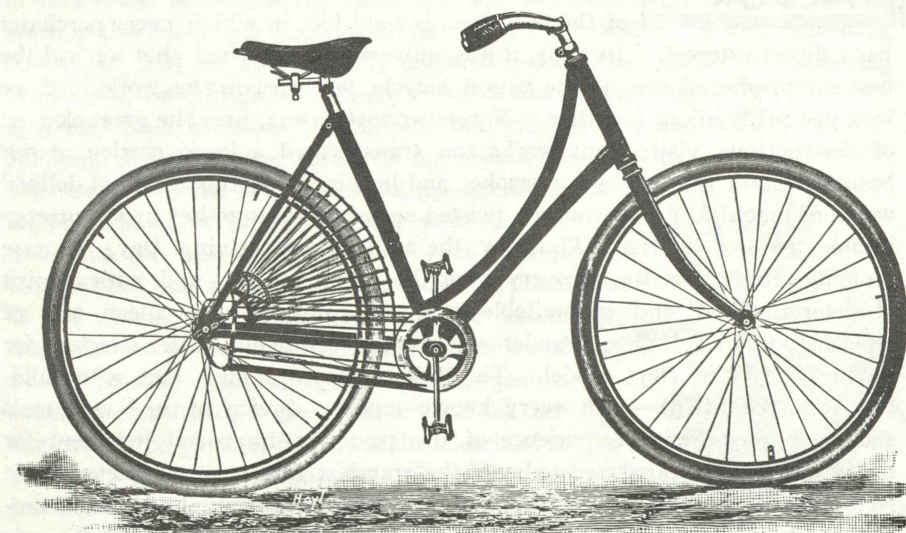




THE introduction of our Swell Special style gentlemen's wheel, designated in our catalogue as No. 20, was indeed a sensation, exciting the admiration of those interested in cycling in its distinctive characteristics, large diameter tubing, the new Cleveland reversible handle bars and the unusual rigidity of its frame. These features, together with its many other improvements, as are fully given in the description of that wheel in this catalogue, created a demand for a wheel of similar style for the use of ladies of society, and we present in the No. 21, the acme of bicycle comfort and convenience with every feature of our No. 20 Swell Special that is appropriate,—every detail of manufacture and comfortable service, the narrow tread, light weight, and beautiful saddle, grace of design and beauty of finish that must command the favorable consideration of those interested in the charming pastime of cycling. This, our latest design, is really the embodiment of fin de siecle bicycle, not an extreme in any way, but graceful, grand, beautiful and substantial, a distinct success in the latest advanced ideas of bicycle construction.



Wheels, 28 inches. $1\frac{1}{2}$ or $1\frac{5}{8}$ -inch Cleveland cross-thread laced single tube, or detachable pneumatic tires. Wood rims. "I. C." or "T. & T." valve. Drop frame; combination, straight and loop. Flat forks. Burwell dust-proof bearings. 5-inch narrow tread. Detachable sprockets, front and rear. Cleveland patent, special hardened pin chain. New Cleveland dust-proof pedals, rat-trap, with rubber plates. New drop-forged, spring-tempered, detachable cranks, $6\frac{1}{4}$ -inch throw. 18-inch combination reversible raised or drop handle-bars. Improved Cleveland saddle, with hollow reversible post. Double butt-ended spokes, enameled to the intersection. Special Cleveland tool case, with tools and repair outfit complete. Finish, black enamel and nickel, with aluminum dress and chain guards, frosted finish. Gear, 63 inches. Weight, 21 pounds. If so desired, 68 gear will be furnished. Price, \$125.00.



TOOLS & TOOL BAGS

The tool bag furnished with the No. 19 and No. 20 is of new design, similar in shape to that given with the No. 11 of last year. It is smaller, however, but retains some of the triangular form with the corners rounded. It is, without doubt, the neatest and most convenient tool bag ever designed. It contains a separate pocket for each tool and accessory, and fits into the angle of the frame, quite out of the way. The tool bags on the No. 16 and No. 18 are of the usual telescope pattern. The tools furnished with the Cleveland wheels are of the highest grade, and will be found applicable to the work for which they are intended.



FACTORY

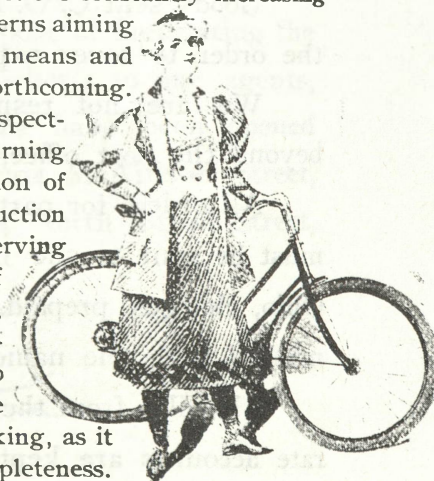
The equipment and factory facilities possessed by a manufacturer, for the making of high-grade wheels of the best class, is a subject in which every purchaser has a direct interest. In 1894, it was universally admitted that we had the best equipped and one of the largest bicycle factories in the world, and we took just pride in our facilities. November 28th, 1894, fire, the great element of destruction, visited our works and transformed a large portion of our beautiful plant into ashes and smoke, and hundreds of thousands of dollars' worth of machinery was warped, twisted and smelted together in an unrecognizable mass of debris. Thursday, the 29th (Thanksgiving Day), we were promulgating plans for recovery from this great shock, and with a spirit of determination and indomitable will we began our Herculean task of replacing, upon a larger, grander and more magnificent scale, a factory for production of our 1895 model. The task is accomplished, and, with buildings more beautiful—with every known modern device in the line of tools and machinery—with experience of the past for improved judgment for the future, we are possessed today of the grandest and most complete bicycle factory in the world—everything new, modern and complete. It is pronounced by experts, unhesitatingly, that our equipment is unexcelled in any

branch of industry, fully organized for the manufacture of the highest possible grade of bicycles, with a force of skilled mechanics unequalled—under the guidance and responsible charge of the recognized brightest lights in bicycle construction, it must be admitted that we are fully prepared to carry out in the fullest detail, our policy to manufacture the best bicycle in the world, and, while we are now manufacturing on such an enormous scale, the care exercised in maintaining and enhancing the quality of our product is greater than ever before. The most careful selection and inspection of raw materials—the closest scrutiny in detail of every finished part—with finished wheel subjected to the severest test by best experts in business—there can be but one result, viz.: distinctive and individual qualities of merit and superiority—the highest possible grade of bicycle construction—the leader of the high-grade line.



Facilities

The growth of our business has been phenomenal, requiring, each year, greater factory facilities and large additions to machinery; and while in 1894 we occupied 125,000 square feet of floor space, in rebuilding since the fire, we have been required to add much to this enormous space, and we are, weekly, adding to and increasing our output, that we may be fully prepared to meet the constantly increasing demand for the Cleveland. There are other concerns aiming at a very high standard of output, but with means and ambition abundant, the result is not always forthcoming. The selection of the best materials, the careful inspecting and testing of same, the skill required in turning them into the best goods, the rigorous inspection of each finished part must be understood in the production of fine wheels; not alone this, but the unswerving determination to excel. The careful selection of a large force of mechanics, representing genius, experience and skill, is the great art and the fundamental principle that has made the Cleveland so good, so progressive, so popular. Surely we are justified in the pride we take in our plant, ranking, as it does, first in the world in appointments and completeness.





ABSOLUTELY no discount except to regular agents. When incomplete wheels are ordered, half price only will be allowed for parts not taken.

Goods sent C. O. D. when a sufficient amount accompanies the order to cover express charges both ways.

We are not responsible for the safe delivery of goods beyond the post office, express office or freight depot.

All orders for parts, and all parts and machines for repair, must be sent to the Lozier Manufacturing Company, Toledo, Ohio, charges prepaid. Such parts and machines must be marked with the name and address of the sender.

All bills from the factory must be settled there, as separate accounts are kept.



To every purchaser of a Cleveland bicycle we deliver a machine free from imperfections in material or workmanship, and, providing the serial number is intact, we will make good, at any time within one year of date of shipment, any defect not caused by misuse or neglect. Defective parts must, however, be returned to us for inspection, transportation charges prepaid, before claim will be allowed. The tires are warranted for the calendar year of 1895, and any which prove imperfect in material or construction within that time will be repaired or replaced free of charge. Tires claimed defective must, however, be returned for inspection, transportation charges prepaid, before claim will be allowed.



For the purpose of facilitating the delivery of wheels to our agents, branch offices have been opened at No. 337 Broadway, New York, No. 304 McAllister Street, San Francisco, California, and No. 1724 North Broad Street, Philadelphia, Pennsylvania.





E. C.
MEACHAM
ARMS
CO.

AGENTS,

306 and 308 N. Fourth Street,
ST. LOUIS, MO.

