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# Schwinn Bicycles



## Synopsis

German immigrant Ignaz Schwinn launched the company that bears his name in 1895 and set the bicycling standard in the U.S. for decades. Here the Black Phantom, Varsity, Paramount, and Fastback come alive through lavishly illustrated with original archival material, much of it from Chicago's Bicycle Museum of America. 250 photos, 200 in color.)P

## Book Information

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Average Customer Review: 4.4 out of 5 stars 5 customer reviews

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## Customer Reviews

This was an interesting read with excellent modern and vintage photos, catalog images and other illustrations. The book covers the history of the bicycle industry and Schwinn's role developing an American icon. I particularly liked the insightful description of the business aspects of the companies' history including its sales and marketing efforts, distribution strategies and other accomplishments. I wish the book had more on the various models as a collectors guide. Overall a very nice book.

This wasn't as good of condition as I was expecting and it was missing its cover sleeve. Since it was pictured with the cover sleeve and no mention of not having it I was a little disappointed, but it is still a GREAT read and I'm glad I found a copy for my bicycle book collection.

good information and nice photos

Very nice book about the history of Chicago's very own Arnold, Schwinn bicycle company. I had a Schwinn Super Sport back in the early 70s. My brother had a Collegiate. Fine bikes. Had a fun little "Schwinn shop" in my northern IN home town, too. I used to like to go there. The bikes were very good, as is the book. For those with an interest in this American industrial icon of the early to mid 20th century. Book has lots of good ads and photos. The war years are covered, too. Schwinn, like other American factories, did a lot for our WWII effort. Having grown up @ this time and having seen and ridden many of these bikes, the book brought back some fine memories. My wife has a Sturmy Archer equipped 1967 Breeze. We are in the process of restoring a Schwinn Twinn. Retro is good!

This is certainly not the most detailed or focused book on the great bicycles from Schwinn, but this is a handsome, even-handed overview of the company and its bikes. With great color photographs, advertising art, catalog images, and historical photographs, this book is informative and delightful. Large format, squarish paperback, 160 pp on glossy stock. Illustrations throughout. TABLE OF CONTENTS  
The Origins of Schwinn  
"Soaring On With Lightning Speed"  
Schwinn's Motorcycle Era  
Balloon-Tire Quality  
Uphill on Lightweights  
The War Years  
The Black Phantom Era  
The New Bicycle Boom  
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