

# MOUNTAIN GOAT CYCLES

P.O. Box 3923 Chico, CA 95927

(916) 342-~~9067~~  
4628

Retail Price List - January 1982

MOUNTAIN GOAT FRAME . . . . .	\$700.00	_____	*
Includes: Frame, Fork, Mafac Tandem Brakes, Campy drop-outs with eyes, Campy quick-release seat clamp, and the following braze-ons: Shift cable stops, Cables routed under bottom bracket, Rear derailleur stop, Rear brake cable guides and stop, Down tube water bottle bosses.			
SIZES (specify) 18, 19, 20, 21, 22, 23, 24 _____			
COLOR (all metallic, refer to Imron color chart) _____	Medium Green, Dark Olive, Medium Aqua, Medium Concord Blue, Light Blue, Dark Saddle, Pewter Gray, Maroon, Red.		
CAMOUFLAGE, RAINBOW or POLKA-DOT PAINT (add) . . . . .	\$35.00	_____	
MOUNTAIN GOAT HANDLEBARS (specify nickle _____ or brass _____)	\$95.00	_____	*
<b>OPTIONS</b>			
Seat tube water bottle bosses . . . . .	\$13.00	_____	
Rear rack tabs for Blackburn rack . . . . .	\$13.00	_____	
Dura-Ace front derailleur, Braze-on type (add) . . . . .	\$10.00	_____	
Matching Silca Pump . . . . .	\$20.00	_____	
<b>PARTS LIST</b>			
Phil Wood Hubs - bolt-on . . . . .	\$95.00	_____	*
Arraya Rims, silver only . . . . .	\$22.00ea	_____	*
DT Spokes, 14 ga, 270 mm (pr. wheels) . . . . .	\$11.00	_____	*
DT Spokes, 12 ga, 270 mm (pr. wheels) (add) . . . . .	\$10.00	_____	
Stump Jumper Tire . . . . .	\$16.00ea	_____	*
Snake Belly Tire . . . . .	\$16.00ea	_____	
Mitsubishi Street Tire . . . . .	\$16.00ea	_____	
25 x 2.125 Tube . . . . .	\$3.50	_____	*
ULTRA Six Freewheel 13-32 or 13-30 (specify _____)	\$29.00	_____	*
Shimano Dura-Ace EX Front Derailleur . . . . .	\$29.00	_____	*
Huret Duo-par Steel Rear Derailleur . . . . .	\$45.00	_____	*
Sedis-Sport Chain . . . . .	\$8.50	_____	*
TA Crank Arms 170, 175, 180 (circle one)			
Double Chain Rings (specify sizes _____)	\$75.00	_____	*
Triple Chain Rings (specify sizes _____) (add) . . . . .	\$15.00	_____	
Sealed Bottom Bracket . . . . .	\$67.00	_____	*
Sun Tour Thumb Shifters . . . . .	\$8.75ea	_____	*
Oakley #3 Grips . . . . .	\$8.50	_____	*
KKT Lighting Pedals . . . . .	\$17.00	_____	*
MP 1000 Sealed Pedals (add) . . . . .	\$50.00	_____	
Avocet Touring II or IIW Saddles (specify _____)	\$28.95	_____	*
SR Laprade Seatpost . . . . .	\$15.00	_____	*
Shimano 600 EX Headset . . . . .	\$15.00	_____	*
Magura Pow-R-Levr "Shorty" . . . . .	\$40.00pr	_____	*
Blackburn water bottle cage, silver or black (specify _____)	\$8.00ea	_____	
Blackburn rear rack, silver . . . . .	\$29.00	_____	
Blackburn rear rack, black or gold (specify _____)	\$30.00	_____	
Two-color Mountain Goat T-Shirt . . . . .	\$7.00	_____	
*COMPLETE MOUNTAIN GOAT CYCLE . . . . .	\$1350.00	_____	
Includes all equipment with *. This is a savings of over \$150.00. In addition, the bike is fully assembled and test ridden prior to shipment. A \$500.00 non-refundable deposit is required for all complete cycle orders.			
	TOTAL	_____	
	DEPOSIT	_____	
	BALANCE	_____	

There is a \$100.00 non-refundable deposit for each frame ordered. Frames will be shipped UPS, COD for the balance plus shipping charges. Delivery is approximately eight weeks after receipt of deposit. California residents add 6% sales tax.

Name \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

# MOUNTAIN GOAT CYCLES

Mountain Goat Cycles are hand-built and designed to take you off-the-road and into the country. The most unique aspect of the Mountain Goat Cycle is its construction. Oval chrome-moly tubing is used for the top and down tubes. These tubes are of a greater horizontal dimension than any of the tubes they join. This allows the mitered oval tube to "wrap-around" the tube it is meeting. "Wrap-around" construction results in a durable joint. At the start of the year Mountain Goat Cycles will be fitting all frames with a new investment cast fork crown, unique to off road machines. It is manufactured expressly for Mountain Goat Cycles with Mountain Goat, Intaglio, on the front of the crown. Henry James is the maker of these fine crowns and his high standards are well known in the industry.

The geometry of the Mountain Goat Cycle has been formulated to meet the challenges of off-road riding. The wheelbase is slightly longer than the average road bike, and the result is increased stability. The bottom bracket of the Mountain Goat is higher than the average road bike, allowing for better ground clearance. Each Mountain Goat Cycle is equipped with a quick-release seat clamp. This enables the rider to lower the seat for the downhill, thus lowering his center of gravity and achieving greater stability on the steep downhill runs, where control is paramount.

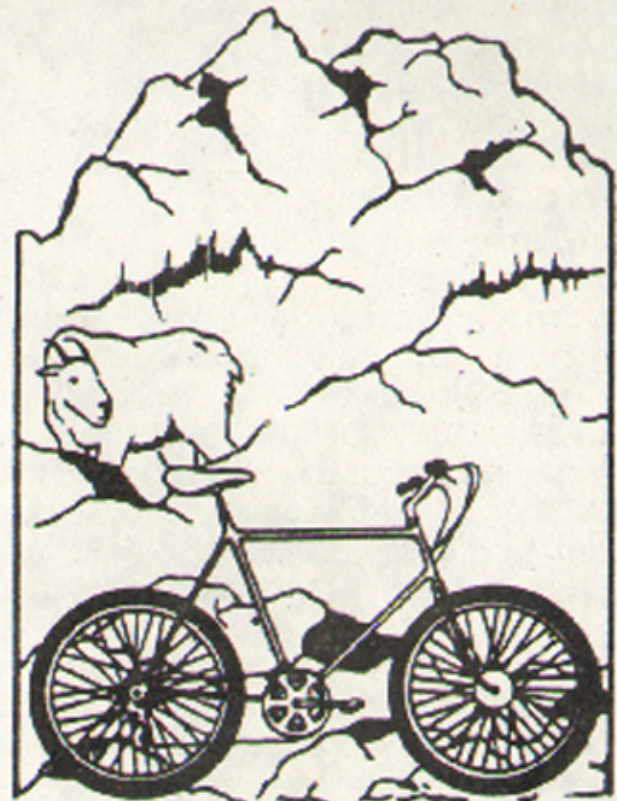
Mountain Goat Handlebars have been designed for use in the same rugged country as the Mountain Goat Cycle. The bars have a slight forward lean and a 28" width. This design gives the rider the ultimate in control, visibility, and comfort. These bars are constructed of Chromy-moly tubing and are plated with either a nickel or brass finish.

Intron is the paint used for Mountain Goat Cycles, and is available in a variety of colors. The main body of the frame is painted in a color of the customer's choice. The head and seat tubes, as well as the fork, are painted in a lighter shade of the same color. Because there is no lug line, the two colors are feathered into one another. The finished product is a distinctive bike.

The person interested in a truly unusual bike may decide on the camouflage paint. Four earth tone colors are applied in a camouflage pattern to produce this popular and radical effect.

## Hints for Ordering Your Mountain Goat

1. We suggest that you order a frame one inch smaller than a properly fitting road bike. The smaller frame increases the amount of control over the bike on rough roads and trails. The proper frame size is maintained by using a long LaPrade seat post.
2. Slightly longer crank arms are recommended. This gives the rider more leverage on the steep climbs that are so often encountered in the back country.
3. The bike should have an overall lower gear ratio. Unlike climbs on the pavement, rough roads will have the rider walking if the gear ratio is not low enough.





MOUNTAIN GOAT CYCLES  
P.O. Box 2623  
Chico, CA 95927  
(916) 342-4628



## *Mountain Goat Cycles*

MOUNTAIN GOAT CYCLES  
The craftsmanship of  
yesteryear, the technology of  
the '80s.



Wm. Jeff Lindsay is not new to the bicycle industry—years of riding experience and frame building are the solid foundation for MOUNTAIN GOAT CYCLES. Jeff also brings to the business accomplishments and proficiency in fields which enhance his capabilities for producing the finest of bicycles.

At the age of twelve Jeff discovered bicycle racing. His free time became devoted to training and to the fine-tuning of his race machine. He raced for eight years, placing second in the 1967 Northern California State Track Championships. He continues to be a fan, promoting both criterium and road races, organizing rides and leading tours.

Forever curious and anxious to explore many directions, throughout his life Jeff has sought outlets for this drive. Experiments with metal work evolved into commissions for his kinetic sculptures. A fascination for blacksmithing lead to the production of decorative ironwork. He learned the art of glassblowing and immediately redesigned and marketed the precision tools needed for the craft. Over the years, Jeff has proven his skill and mastery in a diversity of areas.



With his interests and talents a college education in Industrial Technology was an appropriate area of study. A 1974 Research and Development graduate course was the impetus for a career in the bicycle industry. Jeff computed the geometry and designed a series of jigs and fixtures to build bicycle frames—WJL Frame Sets began. It was the logical career, as it combined his technological background, his appreciation for craftsmanship and his passion for bicycle riding. As the years passed, and with literally hundreds of his bicycles on the road, Jeff began seeking alternatives to the conventional frame and the conventional bicycle ride. Out of this ambition the first MOUNTAIN GOAT was built. By 1980, WJL Frame Sets evolved into MOUNTAIN GOAT CYCLES.

It is with confidence and pride that you are invited to experience a new adventure in cycling...the all-terrain bicycle.



# The Mountain Goat



THE MOUNTAIN GOAT is built with a skill and craftsmanship unique to the industry—making it the ultimate all-terrain bicycle.

A distinctive characteristic is the use of oval Chrom-Moly 4130 for the top and down tubes. A durable joint is formed with the interlocking construction, resulting in a stiff frame that enhances bicycle maneuverability and rider efficiency.

MOUNTAIN GOAT handlebars are one piece construction of Chrom-Moly 4130 with a brilliant nickle plate finish. They are designed for a wide stance, to improve control and rider position while allowing maximum visibility. The 28" bars can be narrowed for a personal fit.

MOUNTAIN GOAT CYCLES individually selects components for their ability to function in hostile terrain—in the mountains or on the streets.

Standard features of THE MOUNTAIN GOAT are two water bottle bosses, and rack mounts. Also standard is the two-tone paint. The main body of the bicycle is one color, while the fork, head and seat tubes are another tone of the same color. MOUNTAIN GOAT CYCLES originated the practical and radical camouflage paint, which is available at an additional cost (as is other custom work).

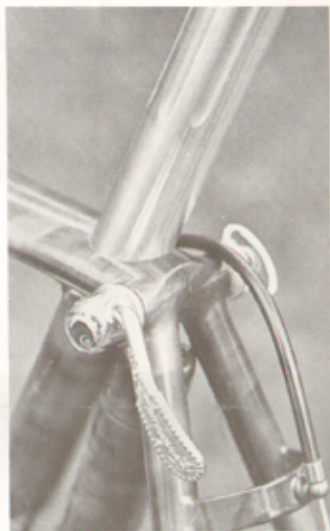


►► The fillets are hand brazed with specially selected alloys, finished to give a flawless transition between tubes.



► The seat stays and the top tube are one continuous line, showing a concern for design as well as function.

►► Tapered seat and chain stays give an unopposed line to the rear drop-outs.



► There is no other bicycle on the road with a fork crown like THE MOUNTAIN GOAT! The sculpted logo is investment cast illustrating the high regard for perfection that can be seen throughout the bicycle.



## The Escape Goat

Two water bottle mounts, rack mounts and a seat quick-release are standard features of the ESCAPE GOAT, as well as hand brazed cable guides, which eliminate the need for clamps.

The ESCAPE GOAT shares geometry, design and weight with THE MOUNTAIN GOAT, giving it the lively and sensitive handling that is superior to comparably priced bicycles. Many of the high quality components used on THE MOUNTAIN GOAT are standard equipment for the ESCAPE GOAT. Round, over-sized Chrom-Moly 4130—the same durable tubing used in the aircraft industry—is the choice for the ESCAPE GOAT. It is finished in a single color of paint. Because the ESCAPE GOAT is heli-arc welded, it is more economically priced than THE MOUNTAIN GOAT, but integrity is not sacrificed.



ESCAPE GOAT handlebars are comparable in design and geometry to the MOUNTAIN GOAT handlebars. Made of Chrom-moly 4130, the one piece construction is heli-arc welded and nickel plated.



## The Mountain Goat Tandem



There are numerous tandems on the road under the WJL Frame Sets' name. Along with the move away from the conventional road bike and the technical advances on the all-terrain bikes, Jeff Lindsay has redesigned the tandem concept.

THE MOUNTAIN GOAT TANDEM is built with the same quality craftsmanship and eye for detail that is found on THE MOUNTAIN GOAT Oval. Chrom-Moly 4130 is used for its rugged strength and good looks. THE MOUNTAIN GOAT fork crown with the intaglio design is an exceptional feature. Only top-of-the-line components are used on the bicycle. Two-tone paint is standard. The 26" tires are lightweight, durable, and aid in suspension, so the frame can be rigid. The geometry is slightly steeper than that of THE MOUNTAIN GOAT to compensate for the added weight of two riders.



THE MOUNTAIN GOAT TANDEM is a lively and responsive bicycle. Lower back and neck discomfort is eliminated with the wide, flat handlebars, which also improve rider visibility. The stoker (rear rider) portion is designed so that the stoker has the same riding position as the captain (driver). This is possible because of the design of the stoker bars and the extra long top tube. The stoker bars have a quick-release for the rider to adjust the bars for personal comfort.

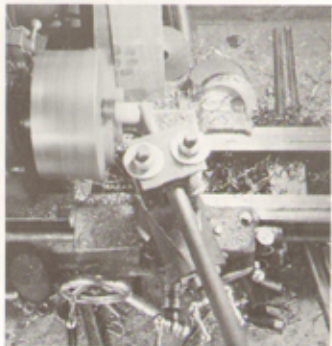
## Racing & Touring



MOUNTAIN GOAT CYCLES touring and racing frames are built with care and accuracy. Each bicycle is designed to meet individual rider needs—whether they involve intensive racing, cross country touring or in-town commuting. Once these requirements are established, calculations are made and the geometry of the bicycle is developed.

Tubing selection is based on rider preference. All tubes are machine mitered and hand finished. The lugs are custom cut and hand filed. The frame is assembled in the jig to guarantee exact alignment and the tubes are silver soldered. The frame is thoroughly filed and prepared for the standard two-tone paint. The finished product will please the aficionado of fine bicycles.

From the precision machine mitered tubes to the hand built wheels, Jeff Lindley's meticulous attention to detail is evident.



## Accessories & Fitting

Your local dealer can help with any questions you might have, or contact MOUNTAIN GOAT CYCLES.



### FITTING THE ALL-TERRAIN BICYCLE FRAME

If you are accustomed to riding the typical bike you will find that all-terrain bicycles are fitted differently. Most riders of all-terrain bicycles prefer a slightly smaller frame size which increases control of the bike on both rugged terrain and pavement.

To select the proper size measure (in bare feet) from the floor to the top of the femur (on the outside of your leg). Use the table below, rounding the measurement to the smaller frame size. When properly fitted there should be between 4-5 inches of seat post out of the frame.

FEMUR TO FLOOR		FRAME SIZE
31"	17"	
32"	18"	
33"	19"	
34"	20"	
35"	21"	
36"	22"	
37"	23"	
38"	23"	

▶▶ All-terrain bicycle riding may demand heavy-duty footwear. Gornite cages increase support which reduces foot fatigue. Toe clips and straps can still be used.

▶▶ Sometimes even a MOUNTAIN GOAT has difficulty on the terrain. Shoulder straps can make carrying the bicycle a more comfortable job.

▶▶ ESCAPE GOAT and MOUNTAIN GOAT T-Shirts. The multi-colored designs are available in two styles and a variety of sizes.



## MOUNTAIN GOAT® CYCLES

(916) 342-4628 Fax (916) 342-4647  
P.O. Box 3923  
Chico, California 95927



June 30, 1989

Carole Bauer  
C/O  
Mountain Bike Hall of Fame  
P.O. Box 845  
Crested Butte, CO 81224

Dear Carole,

Thank You, Thank You, Thank You for inclusion into the Mountain Bike Hall of Fame.

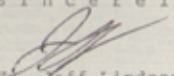
I would love to be able to attend the festivities but, if you will recall, I mentioned we have just moved my elderly and sick parents in with us so things are in a state of chaos.

I'm very sorry I will miss it but I am send John Mavor form Reflex to stand in for me.

Thanks again and I look forward to seeing you soon.

Please find enclosed the photo you requested and I also enclosed a series of my brochures thru the years. Hope you find them of interest.

Sincerely,

  
Wt. Jeff Lindsay

WJL:jl

### WJL FRAME SETS

All WJL Frame Sets are built specifically for the individual rider. Frames are constructed with Reynolds and/or Columbus tubing, using Campagnolo stay and fork ends, low temperature silver soldered, then carefully hand finished. Paint is either epoxy or hard enamel unless specified. Prugnat lugs are primarily used, however, Hayden, Bocoma, and Nervex are also available on an in-stock basis. Chrome is special order only.

Each frame is fitted with a cable stop for the rear changer, Campy head set, bosses for a water bottle, and choice of fluted or fast back stays.

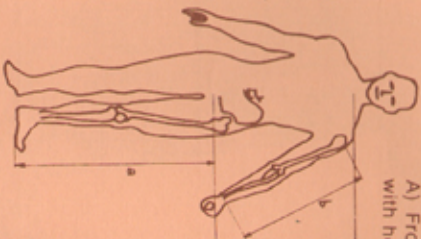
All tubes are machine mitered for angular accuracy.



### FITTING

Please supply the following measurements which will be used to determine top tube and seat tube lengths. Also give some indication of the type of riding to be done, racing, touring, criterium, etc.

If there is a specific size or geometry you desire be specific.



A) From inseam to floor with heels together.

B) From shoulders edge to insideler palm with arm outstretched.

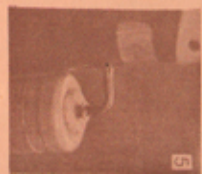
C) From top of sternum to floor, minus distance A.

### OPTIONS

Check the desired options and supply the following information. Size of wheels to be used, brakes to be used, and gears.

- Campy Shift Levers
- Cables Routed Under B/B
- Top Eyes For R. Brake Housin
- Finger Tip Cable Stops
- Pump Peg
- Bottom Bracket Cut Out
- Fast Back Stays
- Fluted Stays
- Campy Cable Guides

Soldering is done in rigs to insure proper alignment.



# Jeff Lindsay introduces *The Escape Goat*

Bicycling  
Magazine  
(June 1982),  
John Schubert  
writes,  
*'Jeff Lindsay's  
Mountain Goat  
is the most  
radical klunker  
I've seen.'*



The newest bicycle from **Mountain Goat Cycles** is the Escape Goat. It is comparable in geometry and design to the Mountain Goat. The Escape Goat is finished with Imron paint and assembled with many of the high quality components that are used on the Mountain Goat. Because the Escape Goat is heli-arc welded and built with oversized Chrom-moly 4130, it is more economically priced than the Mountain Goat, without compromising the quality craftsmanship.



Escape Goat handle bars are comparable in design and geometry to the Mountain Goat handle bars. Made of Chrom-moly 4130, the one piece construction is heli-arc welded and nickel plated. Available separately.

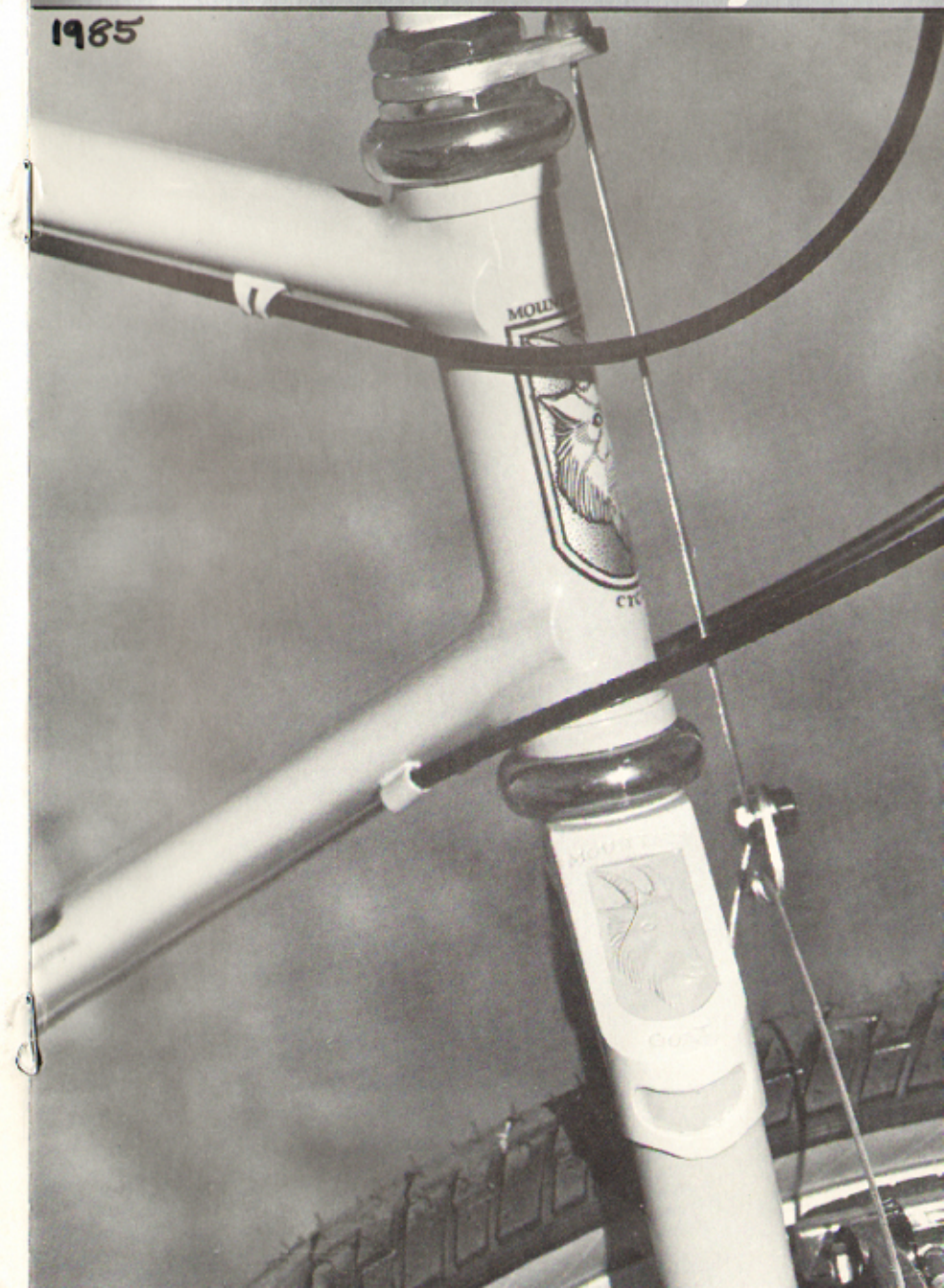


**Escape Goat and Mountain Goat T-Shirts**  
The multi-colored designs are available in two styles and a variety of sizes.



# Mountain Goat Cycles

1985



**Mountain Goat<sup>®</sup> Cycles**

P.O. Box 3923  
Chico, CA 95927  
(916) 342-4628



Wm. Jeff Lindsay  
Designer

## Why the Mountain Goat<sup>®</sup> is Different...

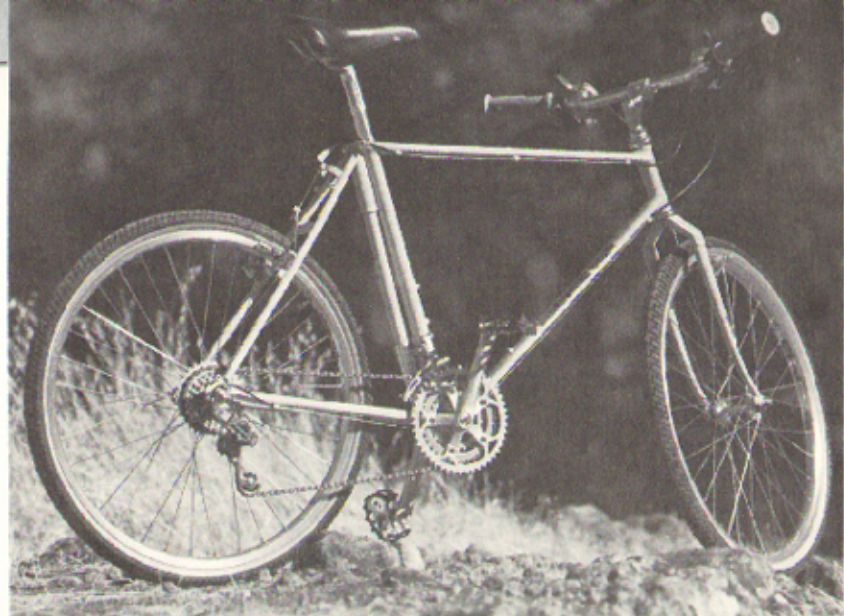
It's easy to be impressed by a bike that's stiff. In fact, many mountain bike manufacturers emphasize stiffness as the most important element of a good frame. However, stiffness isn't necessarily better.

We at Mountain Goat Cycles believe that rider comfort, stability and reliability come first.

You see, when a frame and fork are designed for stiffness, the only things accomplished are rider fatigue and loss of contact with the road surface. And, being airborne means a loss of speed, steering and braking.

Keeping these things in mind, Mountain Goat frames have been designed with a lively flexibility which allows them to flow over terrain with a minimum of lurch and chatter.

The result is a smooth, controllable bike that is less fatiguing to ride, while at the same time delivering all pedaling energy to the rear wheel.



## The Mountain Goat<sup>®</sup> Deluxe

When it comes to all terrain bikes, the *Mountain Goat Deluxe* transcends all others in superiority, dependability and rider comfort.

A unique combination of oval tubing and center clamp handle bars gives the *Deluxe* more flexibility and shock absorption than any of its competitors.

In addition, the jarring of uneven surfaces is further reduced with specially-designed Mountain Goat Forks.

Simply put, the unprecedented design of the *Deluxe* is intended for serious riders who are looking for the best.

### Special Features

- Investment Cast Fork Crown
- Oval top and down tubes
- Standard two-tone fade paint job
- Mountain Goat stem
- SunTour cam rear brake



## The Whiskeytown Racer

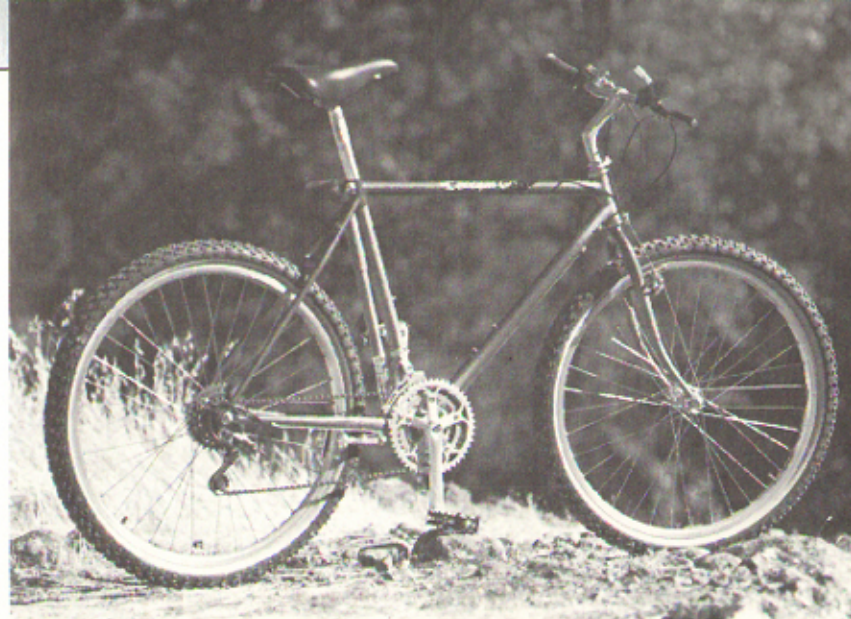
Named after the toughest race west of the Mississippi, the *Whiskeytown Racer* has been engineered to handle the most vigorous courses, while using the Mountain Goat "stay on the ground" design philosophy.

By carefully placing thinner tubing where possible, the *Racer* is lighter than conventional mountain bikes, but still strong enough for rough terrain. This custom blend of tubes results in a bike that is responsive but not fatiguing.

The *Racer* is hand-brazed, meticulously finished and employs the flexibility of the Mountain Goat Fork and center clamp handle bars.

### *Special Features*

- Special blend of light tubes
- Investment Cast Fork crown
- Radical racing geometry
- Light racing wheels with quick release hubs
- Mountain Goat racing stem



## Escape Goat

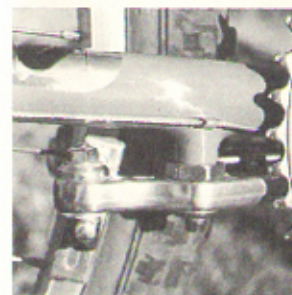
By using a money saving parts group and a less expensive tube selection, the price of the *Escape Goat* is lower than any of our other models.

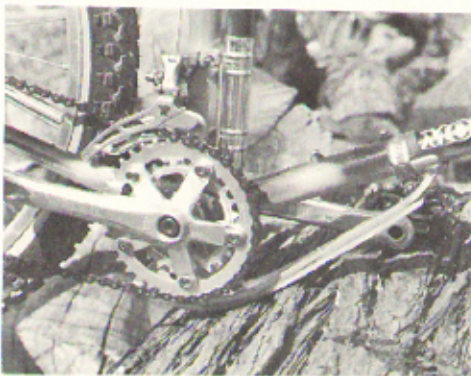
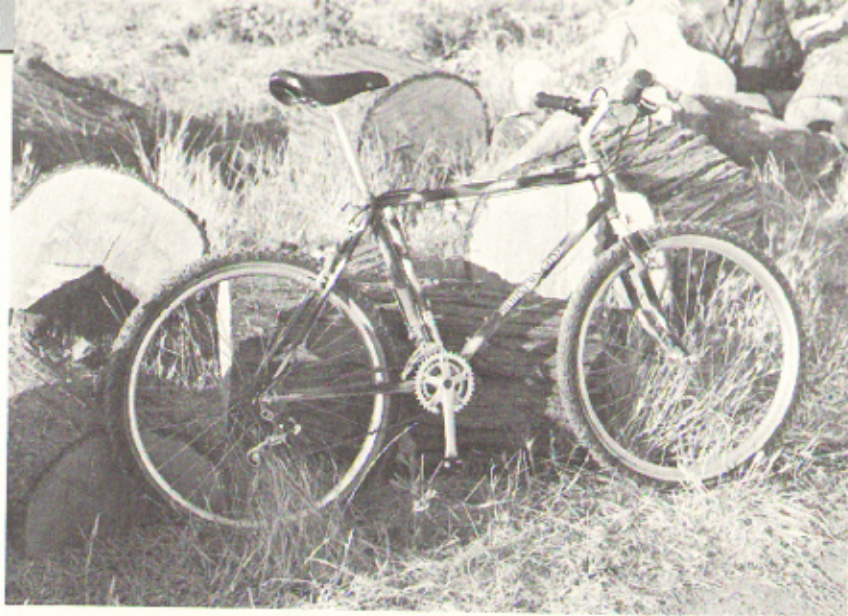
Take a look at this bike, however, and you'll agree it's economy without sacrifice of performance.

With the use of the same geometry as the *Mountain Goat Deluxe*, the *Escape Goat* is known for its excellent ride. In addition, a unicrown fork with added fork-rake diminishes road shock, making this bike one of the most comfortable.

### *Special Features*

- UniCrown fork
- Chrom-moly 4130 tubing
- Standard two-tone fade paint job
- SunTour cam rear brake
- Mountain Goat geometry





## The Trials

Trials riding is the newest aspect of off-road cycling and Mountain Goat Cycles is leading the way with an innovative bike of the same name.

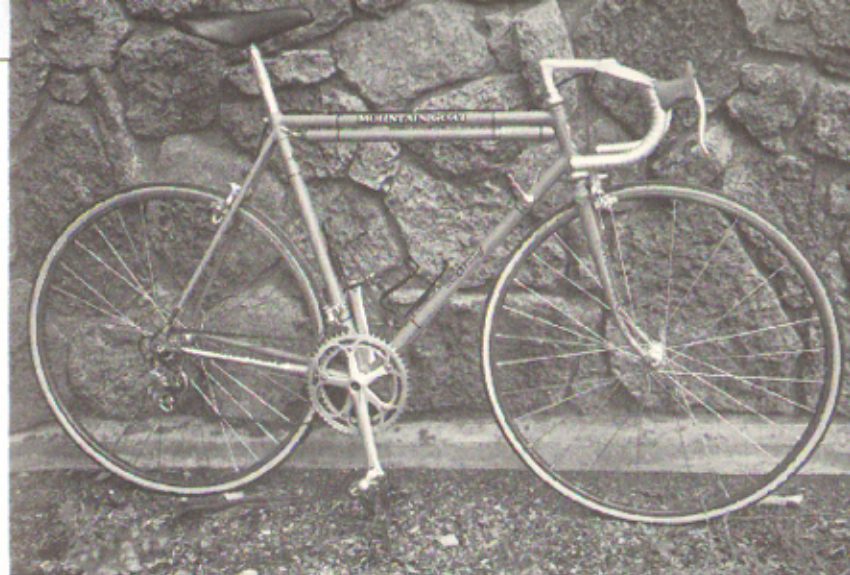
By using a close-coupled frame, high bottom bracket and short chain stays, the *Trials* bike is designed for increased finesse and balance. A steep front-end also allows for tighter turns over an unpredictable course.

From the use of our unique Lop Leaper Bash Guard™ to the ultra tight and high rear end, the *Trials* will help you excel in this new up and coming sport.

Try this bike up stairs and over dining tables.

### *Special Features*

- 14" bottom bracket height
- Special cable routing
- Optional log leaper bash guard
- Super short coupled frame geometry
- UniCrown fork



## W.J. Lindsay Road Frame

With the advent and perfection of the lugless frame, the *Wm. J. Lindsay Road* bike demonstrates a cleanliness not found on conventional lugged frames.

Triathlon and touring enthusiasts will find this bike quick, responsive and strong.

All geometries are available, depending on your needs — from the most radical racing bikes to the most durable touring machines.

## The Tandem

A perfect way for two to enjoy the sport of bicycle riding.

*Available by special order only.*

# LIMITED

**MOUNTAIN GOAT**  
Chico, California

**ESCAPE GOAT**  
Chico, California



... ONLY BY YOUR IMAGINATION!



1987

**MOUNTAIN GOAT® CYCLES**  
P.O. BOX 3923 • CHICO • CALIFORNIA • 95927