



# 100 Years of Bicycle Component and Accessory Design: Authentic Reprint Edition of The Data Book

*By Noguchi-san*

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The 1935 prototype of what's offered today as the hottest new derailleur design, 100-year old suspension forks, an automatic gear system from 1924, hydraulic brakes from the 1950s. They're all here in The Data Book. This comprehensive compendium of illustrations of early European bicycle component and accessory designs is more than just a collection of curios: It is a veritable source of inspiration for the development of new designs. First published 1983 in Japan by Mr. Noguchi, president of Joto Ringyo, the illustrations in this book have given inspiration to many modern component and accessory designers, proving the wisdom of the ancient Chinese proverb quoted by the original publisher: "To understand the future, you must study the past."

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### **Editorial Review**

From the Back Cover

The 1935 prototype of what's offered today as the hottest new derailleur design, 100-year old suspension forks, an automatic gear system from 1924, hydraulic brakes from the 1950s. They're all here in The Data Book.

This book is a facsimile reprint edition of The Data Book, first published in 1983 by Mr. Nogushi, president of the Joto Ringyo company. It culminated Mr. Nogushi's long work as a collector and propagator of illustrations of early European bicycle components and accessories.

Some of the materials had first been published by him in four separate volumes, referred to as Data Book 1, 2, 3, and 4, and in a subsequent compendium volume (though significantly less inclusive than the present work), which he referred to as The Joyful Bicycle.

This facsimile reprint edition is identical to the original in all respects, including binding style, trim size, and page numbering. In addition, it contains English translations of the Japanese texts found on the introductory page and elsewhere in the book. The publisher of this edition is indebted to Ms. Fumiyo Nogushi, Mr. Nogushi's daughter, for her kind help and encouragement.

### **Users Review**

**From reader reviews:**

**Bernard McLaren:**

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