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## Russ's Cycle

821 Main St.  
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Phone (920) 834-5085

Hours: Tues. - Wed. - Thurs. 9 - 7  
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Sun & Mon Closed

## A short history of "Russ's Cycle".

The year, 1974. The place, a backyard garage.

It began as a part time hobby shop and grew into a full time job for Russ. The business kept growing over the years with "Harley-Davidson's" as Russ's specialty. Later buying the inventory from a Harley dealership which went out of business in the early 80's.

His son Dave was always in the shop asking questions on how everything worked and with Russ as his mentor, Dave began fixing dirt bikes for himself and his friends. Dave stayed with the rice side of bikes as he grew. His nickname becoming "Rice Man". Working as a team, the business grew, expanding with another building.

In 1996, came a heart attack for Russ forcing him to retire from his forestry job. Dave began to spend more time in the shop because his dad had time to teach. To this day, Dave still says; "There's not a day that goes by, that my dad doesn't teach me something new about Harleys".

Dave bought the business from Russ in 2000, and moved it to Main Street, Oconto. We still specialize in high performance Harley Davidson and Custom building of V-twins and the name remains the same "Russ's Cycle Shop" because of the respect Dave has for his father, and because Russ continues to be a big part of the shop.

Ask our many customers and they'll tell you that Russ and Dave make a great team with over 40 years of experience between the two of them.

We're still an old school shop providing New and Used parts, and specializing in older and newer Harley models.

We hope you will stop in to see us when in North East Wisconsin, we would love to meet you!

## To Free Riders Press,

This is a poem that I wrote after an accident I was in May 2004, after spending a cool spring day riding with my friends. It made me realize that life could be cut short in an instant. Motorcycles can be replaced, life can't. I was lucky to walk away with minor injuries. The accident inspired me to write this poem. I thought about my family and friends and this life that I love and my passion for motorcycling. I hope you all enjoy it. You have done a good job on your publication, the articles and information are great. I am from Cohasset, MN 5 miles west of Grand Rapids on state hwy 2. Northern Minnesota has some of the best scenery and winding roads. My friends and our wives go on trips like to the North Shore, Duluth, International Falls, Brainerd, and St Cloud areas. We always find that people are friendly and accommodating. Keep up the good work; I hope to see more letters and pictures from your readers. Enclosed is a picture of my replacement bike, a 98 Ultra Classic. Both of us will ride on forest. Remember, positive will always power your life.

**Ride on forever, always free as you feel.**

**The road goes on to an unknown destination, for only you it matters not.**

**Time stands still in this sacred piece of freedom that  
you created in the wind.**

**Reality will follow us over hills, down into valleys,  
through forests, by waters, and under the sky.**

**That is there for eternity.**

**With this, two wheels, the rumble, and the fire  
beneath you.**

**Ride on forever my friends.**

**Positive is better than negative  
It will power your life.**

Jeffery David Serich April 6, 2005

101 Hoban's Cycle Shop, 10629 State Road 42, Newton, WI 53063-9783 (920) 726-4990 hobanbrothers@lakefield.net  
104 GV&W Motorcycle Parts & Repair, 101 Pine River St., Redgranite, WI 54970-9584 (920) 566-0580 redrock@dotnet.com  
107 Suter's Speed Shop Inc., 3333 Femrite Dr., Madison, WI 53718-6827 (608) 221-8865  
111 Rosholt Motorcycle Co., Inc., 207 N Main St., Rosholt, WI 54473-9712 (715) 677-4738 rmotorco@wi-net.com  
115 Gopher's Cycle Parts & Repair, 110 E Tama St., Livingston, WI 53554-9537 (608) 943-8533  
117 Appleton Avenue Cycle, 8124 W Appleton Ave., Milwaukee, WI 53218-4508 (414) 536-8008  
119 Russ's Cycle Shop, 821 Main St., Oconto, WI 54153-1725 (920) 834-5085  
120 Cycle Empire, Inc., 4001 W Loomis Rd., Greenfield, WI 53221-2049 (414) 281-4770  
121 TITLETOWN CYCLES, 711 Potts Ave., Ashwaubenon, WI 54304-4533 (920) 435-1121 Titledtowncycles@tds.com  
122 Mike's Engine Works, 231 Sherman St., Darlington, WI 53530-1471 (608) 776-2304  
125 Bob Stadler Motors, 1002 S 12th St., Watertown, WI 53094-7504 (920) 261-3717  
127 Zandi's V-Twin, Inc., W229N8996 Colgate Rd., Sussex, WI 53089-1202 (262) 246-4266  
130 Motorcycle Riders Depot, 639 Grand Ave., Schofield, WI 54476-1025 (715) 359-0989 mocydepot@aol.com  
132 T J Performance, 219 N. Mill St., Browntown, WI 53522 (608) 966-1340 tjperformance@brodnet.com  
133 Cycles Plus, Inc., 701 N Lincoln St., Elkhorn, WI 53121-1132 (262) 723-1415 cyclesplusinc@elknet.net  
135 D&D Enterprises LLC., 509 N Hwy 141, Crivitz, WI 54114 (715) 854-3326 djscycles@cybrzn.com  
137 Flying Eagle Cycle, W4304 State Road 67, Campbellsport, WI 53010-2116 (920) 533-5595  
138 Bill's Bargain Barn Cycle, 120 W Lawton St., Edgerton, WI 53534-2012 (608) 884-4184  
139 H-D Only, AP's Cycle, N6796 County Road A, Lake Mills, WI 53551-9624 (920) 648-5475 hdonly@gdinnet.com  
141 Tin Pan Alley, 108 Dover St., Princeton, WI 54968-8954 (920) 295-6987 inpanally@vibe.com  
142 Tommy's Custom Cycle, 5625 N French Rd., Appleton, WI 54913-8914 (920) 739-9242 Tommyscustomcycle@yahoo.com  
143 Milwaukee Bike Works, 10700 W Parnell Ave., Hales Corners, WI 53130-2027 (414) 427-1155 milwbike@aol.com  
147 Corn's Repair, W10670 Crooked Ln., Poynette, WI 53955-9456 (608) 635-2672  
149 AJR Custom Cycle, 4336 Milton Ave., Janesville, WI 53546-9692 (608) 755-0114  
151 Ray's Cycle, W8921 State Road 96, Medina, WI 54944-8408 (920) 779-9933 rayscyclellc@msn.com  
152 S/Dz Custom Bike Building & Repair, 145 W Ottawa Ave., Dousman, WI 53118-9359 (262) 965-3009  
159 DWD Motorcycle Service, 8302 W Lishon Ave., Milwaukee, WI 53222-3860 (414) 445-7402  
160 Advanced Land Speed, N5584 Luey Ln., Plymouth, WI 53073-4971 (920) 893-3114 al@alandspeed.com  
161 Klink's V-Twin, 2111 S West Ave., Waukesha, WI 53189-7984 (262) 549-4009  
162 Hill Top Repair & Custom Cycle, E8562 State Road 54, New London, WI 54961-7923 (920) 982-2290  
164 J-Tech Motor Works, 112 N Wales Rd., Wales, WI 53183-9735 (262) 968-9442  
165 The Scooter Shop, 224 Litho St., PO Box 229, Coloma, WI 54930-0229 (715) 228-3005  
166 MJ Customs, 139 US Highway 18, Cambridge, WI 53523-9105 (608) 423-1392 mj@mj-customs.com  
167 MOFOCO, 102 W Capitol Dr., Milwaukee, WI 53212-1157 (414) 963-1020  
168 Todd Curtis Customs, 1338 Velp Ave., Green Bay, WI 54303-4347 (920) 490-0070 tc.customs@shcglobal.net  
169 Door County Cycle, Doeks, Lifts & Trlrs., 4216 State Highway 57, Sturgeon Bay, WI 54235-8883 (920) 743-7686 686dcdlt@yahoo.com  
170 Dodge County Cycle & Sports, 4220 State Highway 67, Rubicon, WI 53078-9999 (920) 625-2999 dodgencycle@aol.com  
171 Hawg Pasture Motor Cycles, 507E E Jefferson St., West Salem, WI 54669-9560 (608) 786-3050 Hawgpas@aol.com  
172 Heritage Motorsports, W5708 State Road 33, Pardsville, WI 53954-9741 (608) 429-9228 saddletramp25@hotmail.com  
173 Northland Custom Cycle, S8710 State Road 93, Eleva, WI 54738-9133 (888) 373-5737 wideglideuldbblue@yahoo.com  
174 Cameron's Service & Repair, E2053 S Westgate Acres Rd., Waupaca, WI 54981-8227 (715) 258-8721  
175 This Old Bike, N2003 Big Hill Rd., Pepin, WI 54759-4661 (715) 442-2228 dave@thisoldbike.us  
176 Backstreet Cycle & Machine, 101 E Vaughn St., Ironwood, MI 49938-2131 (906) 932-9080 lukepenrose@hotmail.com  
177 Johnny's Cycle Shop, 5034 N Richmond St., Appleton, WI 54913-9712 (920) 734-2720  
178 Outpost Custom Cycles, Inc., 24522 State Road 35/70, Siren, WI 54872 (715) 349-7637 outpost@sirentel.net  
179 Grandpa's Cycle Repair, 1508 Rosehill Rd., Kaukauna, WI 54130 (920) 766-7955 Grandpabermes@earthlink.net  
180 Hogwildesigns LLC, Box 32, 2971 US HWY 63, Barronett, WI 54813 (715) 822-3701  
181 Wildside Custom Motorcycles LLC, 1703 S. Ruddis Ave., Marshfield, WI 54449 (715) 389-2368 wildside@tznnet.com  
182 Extreme Motor Sports of Waupaca, LLC, 701C South Industrial Dr., Waupaca, WI 54981 (715) 256-8895 kevin@emsofwaupaca.com

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