

CYCLING IS NOW A PERMANENT FORM OF TRANSPORTATION

ARRANGE WEEK FOR BENEFIT OF CYCLING PUBLIC

Dealers Provide Opportunities To Impress Utility of Modern Bicycle.

HEALTH-GIVING DIVERSION

Outlines Various Forms of Recreation Vehicle Can Be Used For.

The seventh annual bicycle week is being held in all cities and towns of Canada from April 29 to May 6, and every opportunity is being taken to impress upon the people the numerous benefits in the way of exercise,

since the bringing out of light silk tents that can be carried without difficulty. The bicycle search is also a stunt that gets people out into the great wide open country. This consists in hiding a prize in some locality after which some hint is given as to the place. Many cyclists take part in these searches.

Boulevard Rides.
There are boulevard rides for men and women for an evening's exercise. These can be arranged so that some picturesque or historic spot may be visited. Occasions present themselves when riders can decorate their wheels and take part in some holiday or patriotic demonstration. Bicycle riders are such red-blooded enthusiasts that it does not take them long to get acquainted and to get busy with suggested stunts or sports that every outing or other event invariably proves to be highly enjoyable.

Many bicycle clubs are to be found in various cities, but it is not hard to organize one among one's own friends if none is already in existence. There is no need for numerous formalities, as the policy of the club should simply be to get together for health-giving outings, runs or races.

Facts About Bicycle Week

Dates—April 29 to May 6, inclusive.
Occasion—Formal opening of the spring season.
Extent of Celebration—Whole of Canada and United States.
History—This is the seventh annual Bicycle Week.
Features—Bicycle outings, races, parades and stunts.
Slogan of Bicycle Week—"Ride a Bicycle."
Advantages Emphasized—Economy, utility, healthfulness, leisure and sport.
Announcements regarding reductions in bicycle prices.
Number of bicycle dealers in Canada, 3,500.
Authorized bicycle service stations, about 1,000.
First bicycle in Canada, 1876, forty-six years ago.

recreation, general utility, economy, sport and health than can be derived from cycling. In many places, associations, clubs and individuals are conducting stunts to indicate the various advantages of wheeling. These include outings of various kinds, parades, races and novelties.

Individual Transportation.
There are, indeed, many ways in which the bicycle can be used for health-giving recreation and diversion. It forms the most economical mode of individual transportation ever known, and this fact is valuable to workers who ride back and forth to work day after day, saving both time and money and securing greater convenience. But apart from this, the bicycle gives an opportunity for events and pastimes that give rosy cheeks, build up bodies, sharpen the wits, increase appetite and help the constitution generally.

The bicycle picnic is a very popular form of outing. Each person rides his or her own bicycle and carries a haversack containing a lunch and perhaps fishing tackle, ball or other sport requisites. The members of the bicycle club gather at a certain central point, and then ride out to a chosen spot in the country, where swimming, fishing and boating may be enjoyed, games played and foot-races held. Perhaps there is a sparkling spring nearby, and the lovely cool water forms a delightful treat. Someone has brought a big pot with some coffee, sugar and condensed milk. A fire is built and the pot is soon boiling. Then comes the grand evening meal and, after that, the splendid ride home at twilight. Such a day's outing works wonders.

Many Forms of Racing.
There are the usual forms of track novice, club and open events, Australian pursuit races, unknown distance race, team races, slow races, obstacle races with bicycle, miss-and-out race in which the last man crossing the line in each lap is called out, and the last man on the track wins; relay races, un-paced time trials, motor-paced races, and others.
Cyclists can hold a hare-and-hound chase through rural districts, and there are the week-end tours which have become popular, particularly



Why Walk?

Be independent! Ride a

Gendron Bicycle

Fitted With New
HERCULES COASTER BRAKE.

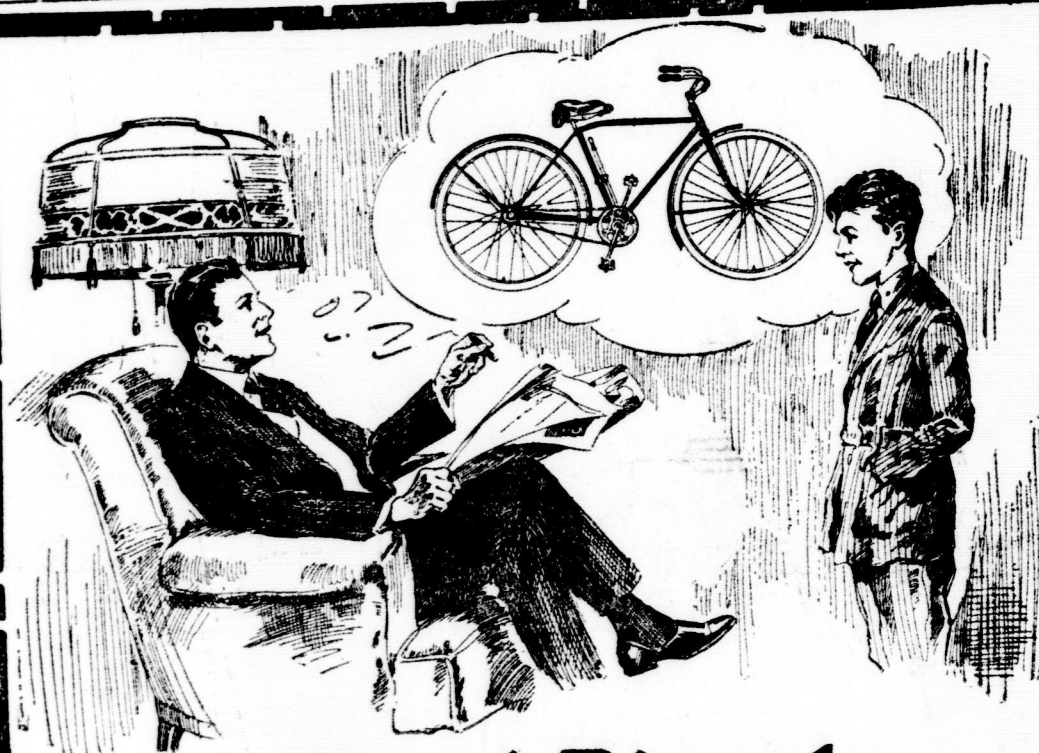
It will earn most of its cost the first year in saving of street-car fares.

RIDE A BICYCLE.

Accessories and Expert Repairs.

Frank Paige

398½ RIDOUT STREET.



A Real Bicycle For a Real Boy

"WHY don't you ride your bicycle to school any more, Bill?"

"Well, Dad, everybody laughs at it. The other boys ride rings round me, and call it the old boneshaker."

"Hmm! How long have you had it?"

"Why, it's three years, now."

You got it second-hand, Dad—remember?"

"That's right! What kind of bicycles have the other boys?"

"They're nearly all C.C.M.'s. The best ones are, anyway."

"I see. What make would you like best?"

"Why, of course, a C. C. M., Dad, every time!"

Dad Offers Him One for Passing

"Well, now, look here, Bill. If you'll pitch in at school and pass your exams, I'll get you one of those C. C. M. Bicycles. How does that strike you?"

"Dad, I'd do almost anything for a C. C. M. You just watch me!"

"That's the stuff! I've heard C. C. M. Bicycles well spoken of, and one should be a prize worth winning."

"It sure is. C. C. M.'s look so snappy and ride so easy. Pewee Bowman has one of the new models and it has the C. C. M. Triplex Crank Hanger. He loaned it to me yesterday for five minutes. Gee, it was just like riding on air!"

"Why, what difference does the Triplex Hanger make?"

"Well, there's never any looseness or tightness when you're pedalling. You feel that every single bit of weight you put on the pedals counts for speed."

"And the C. C. M. doesn't tire a fellow out, either, Dad. Why young Mac Reynolds—he's only half as big as me—rides around all day on his C. C. M. It never tires him out."

"And there's a special bike that I won't outgrow, Dad. It's equally good for a lad of nine or a youth of twenty. It's called the C. C. M. 18-inch Curved Bar Model."

"That's a fine idea, Bill. Dig in, now, pass your exams, and that C. C. M. bike is yours." (Bill Passed All Right.)



THERE are over 1,000 C. C. M. Service Stations in Canada carrying genuine C.C.M. parts and giving C. C. M. service at reasonable cost. Look for the above sign.

C.C.M. Bicycles

RED BIRD — MASSEY — PERFECT
CLEVELAND — COLUMBIA

"The Bicycles with the C.C.M. Triplex Hanger"

Canada Cycle & Motor Company, Limited
Montreal, Toronto, WESTON, ONT., Winnipeg, Vancouver

Buy Your Bicycle "ONCE-FOR-ALL"

Remember, you are choosing for many years of use on all kinds of roads. Not price, but good, honest, absolutely dependable materials and workmanship are the deciding factors in a careful purchase. You will have satisfaction year in and year out when you ride a



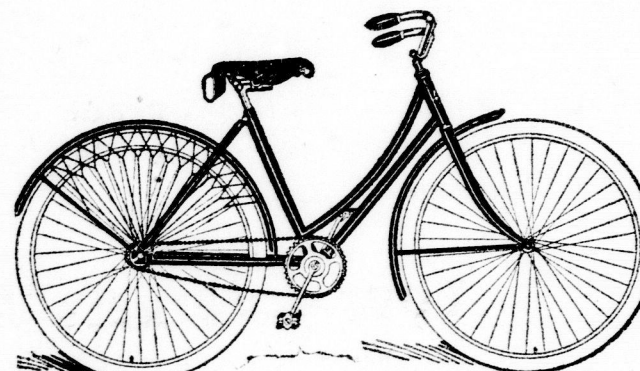
CLEVELAND Bicycle

\$45 to \$65

SOLD ON CONVENIENT TERMS.



CLEVELAND
GENTS' CLEVELAND



LADIES' CLEVELAND

Whether you ride to and from work, for pleasure and exercise—for any purpose whatsoever—make certain that you make a "once-for-all" choice. The way to do this is to decide on a Cleveland bicycle.

Ordinary wheels are easily made fit for the scrap heap by rust. All Cleveland bright parts are coated with copper—copper can't rust—and then are heavily nicked.

It is no trouble at all to show you this wheel. Whether you intend to purchase or not—Come.

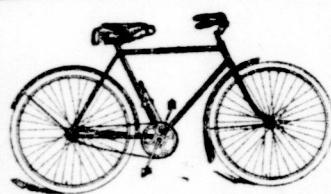
Decide For Extra Years of Service.

Wm. Gurd & Company

"WHERE THE GOOD CLEVELANDS COME FROM."

185 DUNDAS STREET.

PHONE 800.



A Hyslop Bicycle

Runs smoothly, not only at first, but year after year. It doesn't get out of order or break down easily like ordinary wheels do. It is made strong—extra strong—to stand more than the usual hard bumps.

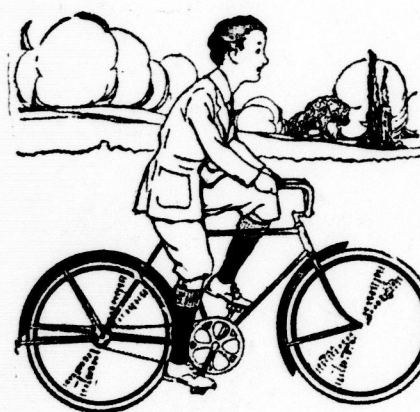
That is the right kind of a wheel for a live boy, isn't it?

Dad will simply have to admit that exercise and lots of fresh air are good for any boy. Show this advertisement to him now and get him to come and see the Hyslop. We gladly show it whether or not you are ready to buy just now.

Brock's

The Sporting Goods Store of London.

111 DUNDAS STREET.
Cor. of Talbot.



Ride a HYSLOP

It's twice as easy as walking and ten times as fast. The Hyslop is "the bicycle of satisfaction." They stand up under most trying conditions.

GENTS'
\$45 and \$52.50

LADIES'
\$50.00

CHILDREN'S
\$42.50

We carry a full and complete stock of Bicycle Accessories, and we do expert repairing.

The R. M. Brisco Co., Limited
258 DUNDAS STREET