

# LONDON'S BICYCLE WEEK

## EVERYBODY IS DOING IT! RIDE A BICYCLE

Ride It To Work---Ride It To School---Ride It To Church---Ride It For Health---Ride It For Pleasure  
**SAVE TIME** **SAVE MONEY**

Be independent of the oldtime, germ-filled, filthy bob-tail street cars. Get out in the open, pure fresh air. Get home in time for hot meals. Leave home later in the morning; get home earlier in the evening. A bicycle has every advantage and no disadvantage. And when you do,

### BUY A BICYCLE

#### Buy a BRANTFORD (Red Bird)

THE ONLY BICYCLE THAT HAS STOOD THE ACID TEST OF 35 YEARS AS THE LEADING BICYCLE IN CANADA. Your father, your grandfather, and your great-grandfather, all rode one. Why not you?

Order yours today. If you haven't all the ready cash, we will give you terms to suit your purse.

**BICYCLE WEEK---APRIL 2nd TO 7th**

Is a Good Time To Order YOUR BRANTFORD (Red Bird)

A good time to visit the FINEST BICYCLE SHOWROOM IN CANADA, distributing the best bicycle in the world.

## BICYCLE & MOTOR SALES CO.

425 WELLINGTON STREET.

OPEN EVENINGS.

PHONE 3182

Don't throw away your money on experiments. Buy the Bicycle with a reputation, for which you can get replacements of parts on a minute's notice. No need of sending to a foreign place for parts and a long wait.

Our service is the best in Canada. No other establishment of this kind in existence anywhere.

We are reliable bicycle merchants. Ask any bank as to our responsibility. We handle no side lines.

### BICYCLES IS OUR BUSINESS

We give you Bicycle Service that no other house can give you.



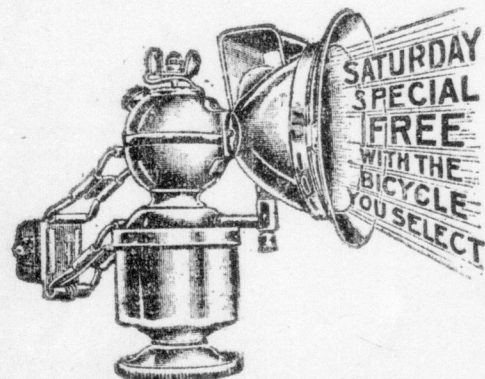
## RIDE A RED BIRD

and Save Money

**SAVE Time!**  
**SAVE Money!**  
**HAVE Better Health!**

**Ride a "Perfect" or a "Hyslop"**

Save your car fare and buy a "Perfect." When you buy a Perfect or a Hyslop you are buying the utmost in cycle craft.



Brilliantly finished and beautiful in line. Every part is thoroughly tested for strength and durability before you buy it.

**FREE! FREE!**

We will give absolutely free one of these handsome Bicycle Lamps with every Bicycle purchased up till Saturday. It's strong and durable and gives an excellent light; just the thing for your wheel. We haven't many of these Lamps, so they won't last long. Buy your wheel before Saturday.

**PROMPT AND ATTENTIVE SERVICE.**

We carry a full stock of parts and accessories.

Also other makes from \$32.00 to \$50.00. at all times.

## ARTHUR T. TANNER

PHONE 3426.

665 DUNDAS STREET.

### HAMILTON HOLDING BICYCLE DEMONSTRATION

Big Features Arranged for Bicycle Week, With Decorations and Racing.

One of the busiest bicycle centres in Canada during National Bicycle week, March 31 to April 7, will be Hamilton, Ontario. During this second annual opening of the season all the old high wheels, bone-shakers, tricycles, and other ancient forms of bicycles are to be brought out and used, while one of the features of the week will be the callthumpian carnival, for which prizes totalling \$100 will be awarded for the best bicycle of the season. The prizes are for the nearest veteran rider, etc. This carnival is scheduled to be held on Friday, April 6. Another feature will be the ride of a squadron of military cyclists from Toronto to Hamilton and return, a total distance of 90 miles. The soldier-riders will be accorded a public reception on their arrival in Hamilton, according to arrangements made. All Hamilton bicycle stores will be decorated for the occasion, and the dealers have made arrangements for the entertaining of crowds of people at their shops. Various contests, such as tire pumping races, show riding competitions and other events will be staged by some dealers. Fred St. Onge, the veteran vanderbilt track cyclist and a former professional champion racer, has been engaged to give exhibitions during the week. These details have been arranged by the Hamilton Bicycle Association to attract attention to the bicycle and to show that the bicycle is the thing for health, happiness, convenience and economy. In Vancouver and other cities, races, parades, carnivals, demonstrations and other features are scheduled. In Toronto the Bicycle Week will wind up with the thirty-sixth annual meeting of the Canadian Wheelman's Association.

24 TIMES OVERSUBSCRIBED. MADRID, April 2.—Subscriptions to the Government 5 per cent loan of 1,000,000,000 pesetas to consolidate the public debt for which subscriptions were opened Saturday, has been oversubscribed twenty-four times.

### HYDRO COMMISSION LANDS TO BE TAXED, BUT NOT BUILDINGS

New Legislation Will Benefit Municipalities.

[Special to The Advertiser.] TORONTO, April 2.—Legislation to tax the lands of the hydro-electric commission, but not buildings or improvements was introduced in the Legislature today by Hon. L. B. Lucas, attorney-general. This will apply to a good many localities, but particularly in the Niagara district where large portions of school sections are taken by the hydro. The new taxes will mean a good deal to the municipalities. Another clause of the bill allows villages, just as towns and cities, to form a commission, and also gives a township the right to go into distribution work direct, instead of sections of the township.

It is also provided that a local commission desiring to make improvements to its system shall not issue debentures until the provincial commission has approved of the plans. The purpose was to see that the profits of the hydro are used for hydro purposes. There had been pooling arrangements in some municipalities. It was intended to make such public utility stand on its own foundation.

New Order-in-Council. In explaining the amendments to the Niagara Falls development act, Hon. Mr. Lucas said the act of 1916 made provision that the Ontario Government might undertake the work or might authorize the commission to do it by order-in-council. An order-in-council was passed first for the preliminary work and finally an order was passed months ago authorizing the hydro commission to go on and complete the work.

Mr. Rowell—Will my hon. friend give the date? Hon. Mr. Lucas—I cannot from recollection, but I think it would probably be last November or December. I remember the delay in making the former order-in-council was the delay in having the works approved of at Ottawa.

To Acquire Power Plants. Continuing the attorney-general said authority is given carrying out the putting into effect of the vote taken in

Every Boy!  
Every Man!  
Every Girl!  
Every Woman!  
Should Ride a  
"Silver Ribbon"  
Massey

### RIDE A MASSEY



A distinctly different wheel, with all the niceties of finish, strength and beauty that makes you proud you own one. Buy a Massey and you'll have happiness and health at your command. A Massey is a necessity. It saves you time, money and develops your body.

Think of all the pure, fresh air and healthy exercise it means. The high grade Massey sells for \$43.

The Massey can be used for pleasure and business, for church and school, and you can go where you please and when you please. The second grade MASSEY is worth \$38, and is only very little inferior to the best.

ANY WHEEL OR ACCESSORY ORDERS FROM OUT OF TOWN WILL BE SENT IMMEDIATELY C. O. D. WRITE US.

ACCESSORIES—We have them all—anything you want you can get here.

REPAIRS—We pride ourselves on the service we give our customers. When we promise, we perform. We have a washing machine, or any article of a baby carriage, a lawn mower, a washing machine, or any article of a similar nature, we'll make it as good as new, and send it back to you at the time we promise; and we will send for your work. Come in and see us.

DON'T FORGET—ONE YEAR'S CAR FARE BUYS A MASSEY. We Also Maintain a Special Delivery Service Call and see us before you buy.

757 Dundas WM. WALKER Phone 3976

### BICYCLES FIRST USED IN WAR IN YEAR 1870

Canada Has Divisional Corps Raised by Col. Denison Throughout the Dominion.

The first evidence of the use of bicycles in warfare dates back to the Franco-Prussian war of 1870, when Paris was being besieged by the Germans. Arrangements were made at this time for the employment of large numbers of soldier-cyclists to mobilize in all parts of France to attack and harass the enemy upon the flanks and rear. The wheels used were among the first to be equipped with India rubber tires, which made the approach of the attackers noiseless and rapid. As early as 1873 the Italian Government began to experiment with the bicycle for military use, and was the first to adopt it permanently. In 1878 the French army received an equipment of cycles on a regular basis for the first time. Tandem and multi-tricycles, ridden by from two to six men and equipped with machine guns, were used by the British army about 1890. In England, the volunteer cyclist companies were early recognized and approved by the military authorities, and their value has been effectively demonstrated in the present war as a means to excel the horseman in speed, for general utility around headquarters. The bicycle was adopted by the Canadian Militia Department a few years before the outbreak of the present war, and a divisional cycle company formed a part of the first contingent. A second divisional cyclist corps, much larger than the first unit, was then raised throughout Canada by Lieut.-Col. George T. Denison, Jun., of Toronto. This was made up of about 240 officers and men, and platoons were secured in Ottawa, Winnipeg, London,

### Facts About Bicycle Week

Dates—March 31 to April 7. Occasion—Second annual official opening of the season. Extent of Celebration—Whole of Canada. Probable Total of 1917 Sales in Canada—100,000 new wheels. Value of 1917 Canadian Production—\$4,500,000. Features—Newspaper advertising, decorated stores, races, meetings and stunts. First Bicycle in Canada—1873, 41 years ago. Number of Canadian Bicycle Dealers—3,900. Slogans of the Campaign—"Ride a Bicycle," "Time to Buy a Bicycle." Advantages of Cycling—Health, pleasure, economy and utility. Bicycles in use in Canada—400,000.

INGERSOLL VETERANS UNITE. INGERSOLL, April 2.—A local branch of the Great War Veterans' Association was formed here tonight. Harry Munn, president, and L. E. Lowman, secretary of the Oxford Returned Soldiers' Association, came to the meeting and assisted in the formation of the local society. The officers of the branch are: President, J. H. Clayton; vice-president, H. Todd; secretary, S. J. Appleby; financial secretary, G. L. G. Mitchell; treasurer, C. Jones; executive, H. Walker and J. Nisbit. The initial membership is fifteen. Other returned soldiers who were present at the meeting are expected to sign up later with the branch.

## "Buy a Bicycle"

**BUT BE SURE YOU BUY A "CLEVELAND"**

The most beautiful, easy riding wheel in America. Tried and tested under all conditions, it has proven its sterling worth against all competition.

### REPAIRS AND ACCESSORIES.

We carry a full line of accessories and parts for the "Cleveland." You can get them any time from us. Our repairs are all expert bicycle men.



Follow the "Line of Least Resistance" Do you realize that you spend enough car fare in one year to buy a "CLEVELAND"? RIDE A CLEVELAND, GIRLS. IT'LL MAKE YOU STRONGER, HEALTHIER AND HAPPIER. Made in Canada. All Models Sold On Easy Terms. WM. GURD & CO. 185 DUNDAS STREET. SOUTH SIDE.

### SHOOTSELF FIVE TIMES THEN SWALLOWS POISON

After Shooting Wife, Montreal Man Gets Desperate.

MONTREAL, April 2.—Adrien Chausse, this morning, it is alleged, shot his wife and tried to commit suicide by shooting himself and by taking five shots in the revolver at her home on Logan avenue, and may die. Chausse, it is said, fired the remaining five shots in the revolver at himself, inflicting only slight wounds. He was badly burned when his clothes, it is believed, were ignited by flashes from the revolver. Having no more shells Chausse took poison. Only the timely arrival of a surgeon from the General Hospital saved his life. Chausse bit in two the rubber tube of the stomach pump used.

### DOMINION CONVENTION OF RETURNED SOLDIERS

OTTAWA, April 2.—A Dominion convention of the various returned soldiers' associations will be held in Winnipeg April 10 to 22, when it is proposed to amalgamate into one body for the whole of Canada, with a central headquarters to look after the general welfare of the war veterans. Nearly every city in Canada will be represented, according to announcement made by officials of the Returned Soldiers' Association here today.

### NO STARVATION AMONG BRITISHERS ENEMY HOLDERS

NEW YORK, April 2.—A persistent rumor to the effect that the British civil and military prisoners in Germany were being starved has been refuted. In response to an inquiry, James W. Gerard, late American ambassador to Berlin, advised the Associated Press today that at the time he left Germany, no starvation of British prisoners of any sort had taken place.

### DEVELOPMENTS ON NEWRA PROPERTY IN PORCUPINE

The driving of the crosscut on the 40-foot level of the Newray Porcupine is the first underground work which has been done by the present company. Under the former management, however, considerable work was recovered from the old No. 1 vein and a production of \$212,000. The gold was made in the stamp mill. The property was at that time operated by a leasing company, and the earnings were sufficient to pay a dividend. The present company, Newray Mines Limited, took over the property last year, and since then have carried on a very aggressive development campaign, which is now yielding splendid results. There are at least five veins which were picked up by the diamond drills, and which should be encountered in the crosscut on the 40-foot level between now and midsummer, and as these carried high values and were demonstrated for a considerable width, it is expected that the company will be able to maintain a substantial production. The Newray property is one of the most extensive in the Porcupine camp, comprising 321 acres in the well-known Hollinger-McIntyre-Newray zone, which contains five out of the present seven producing mines of the camp.