



\$50 to \$75

C. C. M. Prices Only Half Those of Twenty-Five Years Ago

Twenty-five years ago \$100 to \$150 was paid willingly for a bicycle.

In those days, riders carefully examined the specifications and equipment before buying.

They took pride in their bicycles. They kept them clean, polished and bright.

Then came the slump! Country riding was dropped. People became careless about their bicycles.

Any kind of a bicycle was thought good enough. Price—cheapness—was the main consideration.

The Bicycle of Quality Has Come Back

To-day the bicycle—the bicycle of Quality—has come back.

The few blocks of good pavement in our cities have grown to miles. In some cases to hundreds of miles.

Country roads are being steadily improved.

As a result, bicycling for pleasure, as well as for utility, is gaining in popularity every year.

Riders are again taking pride in their mounts and showing discrimination in their buying.

They are demanding bicycles built of the highest grade materials, with all parts accurately made.

They are demanding bearings that will not only run perfectly when new, but that will continue to run easily.

They are insisting on bicycles that are not only easy and comfortable to ride, but with a quality of materials that assures safety in riding.

They are demanding bicycles that will retain the bright lustre of the showroom product.

The demand to-day is for good bicycles—the highest grade bicycles—the parts of which are always interchangeable, always procurable and have the reputation of a long-established manufacturer behind them. In other words, Canadian riders are insisting on C.C.M. Bicycles—the Standard of Canada—used and sought for by Bicycle Riders in all overseas British possessions throughout the world.

C. C. M. Bicycles are sold at prices consistent with C. C. M. quality.

To pay less is to risk disappointment.

C.C.M. Bicycles

RED BIRD—MASSEY—PERFECT

CLEVELAND—COLUMBIA

90% Made in Canada—100% Value



Canada Cycle & Motor Co., Limited

Montreal, Toronto, WESTON, ONT., Winnipeg, Vancouver

This trade mark is on the frame of every C.C.M. Bicycle.

Save Time—Save Money—Save Car Fare RIDE A Cleveland Bicycle

THE AMOUNT YOU PAY IN CAR FARE WILL PAY FOR A CLEVELAND BICYCLE IN LESS THAN A YEAR. SMALL PAYMENT DOWN, BALANCE WEEKLY. COME IN AND TALK IT OVER.

WM. GURD & CO. 185 Dundas St. SOUTH SIDE.

Red Bird Bicycles

ARE SOLD IN LONDON

By Canada's Most Progressive Bicycle Merchants.

THE STORE THAT CAN AND DOES GIVE YOU EXCLUSIVE BICYCLE SERVICE. That is the reason you can see so many RED BIRD BICYCLES on the streets. If 100-point service counts, then we advise you to BUY A RED BIRD.

Cash or Easy Terms.

Bicycle & Motor Sales Co.

425 WELLINGTON STREET.

PHONE 3182.

FINANCIAL AND COMMERCIAL

LIVE HOG PRICES SLIGHTLY FIRMER

Hay Selling At \$28 to \$30 Per Ton.

Hay today was selling from \$28 to \$30 per ton, with a good demand. It is expected that there will be a good demand tomorrow on account of only fifteen loads being brought to the market in the past two days.

Buyers of oats will have to rely on the Northwest product, as only one load of oats has been sold in the local market this week. The farmers apparently have not enough oats to bother taking them to the market.

Live hogs are quoted at \$19 to \$20.50 per cwt. for select, dressed hogs. There will be a good demand for the dressed variety if the weather stays cool. Potatoes are quoted this morning at \$5 to \$6 per bag. There is a poor demand for them, but it is expected that a good supply will be on the market on Saturday.

LIVE STOCK.

Toronto, April 25.—Cattle—Receipts, 322. Following a settlement of the market, the cattle market was quiet. There is a little more active, and while few choice cattle were on sale, a load of head and shoulders, \$12.50 per cwt. Live hogs are quoted at \$19 to \$20.50 per cwt. for select, dressed hogs. There will be a good demand for the dressed variety if the weather stays cool. Potatoes are quoted this morning at \$5 to \$6 per bag. There is a poor demand for them, but it is expected that a good supply will be on the market on Saturday.

Calves—Receipts, 96. The calf trade is unchanged. A few calves sold at \$18, with most of the sales at \$18 to \$20.

Sheep—Receipts, 20. The lamb and sheep trade is quiet. Ewes, \$10 to \$12; lambs, \$12 to \$14.

Hogs—Receipts, 669. The hog market is unsettled, with packers bidding \$1 lower. Selects, \$20 to \$22; light, \$18 to \$20; heavy, \$16 to \$18.

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PIANO TUNING

ALEX. E. STEIN, PIANO TUNING, repairing. 608 Hamilton road. Phone 3338.

PIANO TUNING, REGULATING AND REPAIRING. H. E. Watson, 338 Bldg. JOHN RICE, EXPERT TUNER. Formerly with Mason & Risch. Phone 7232.

MEDICAL CARDS

DR. J. E. HETT, SPECIALIST—CANCER, tumors, etc. King street east, Kitchener, Ont.

DR. WEEKES, 436 WATERLOO street. Hours, 1 to 3 and 7 to 8. DR. NORMAN R. HENDERSON, CORNER Dufferin and Clarence. Eye, ear, nose and throat.

DR. BROWN—EYE, EAR, NOSE, throat, 472 Clarence street. Appointments by telephone.

DR. BANGHART, DUNDAS and Maitland—Midwifery, women's diseases. Phone 3500.

DR. W. F. BABI, 265 QUEEN'S AVE. N.—EYE, ear, nose and throat. DR. D. H. ARNOTT, 225 QUEEN'S AVE. N.—In addition to regular practice, will give special treatment for cure of liquor and drug habits.

F. L. BURDON, M.D., L.R.C.P. and S. (Edinburgh)—Diseases of women, children, 461 Waterloo. Phone 253.

JOHN G. HUNT—EYE, EAR, NOSE, throat. Corner Queen's Avenue and Clarence street.

DR. ROY ROUTLEDGE, CORNER Dufferin and Waterloo streets. Hours, 12 to 1 to 4, 6 to 8. Office phone 102, residence 265.

DR. J. FARMER, M.D. (RETURNED from overseas)—New office, 462 Dundas street. Office hours, 2 to 7, and by appointment. Telephone 7651.

DR. J. THORNTON BOWMAN HAS received his diploma in dentistry. Telephone 1108.

DR. KARN, SPECIALIST, GENITO-URINARY and rectal diseases of men and women. 426 Richmond street, London.

DR. G. C. HALE HAS RESUMED practice at Hayman Court Apartments, Wellington street, 291.

DR. SEABOARD—OFFICE AND RESIDENCE, 469 Clarence street (Park Avenue). Hours, 2 to 4 and 6 to 8. Telephone 3574.

DR. CLIFTON W. PENNECOTT, 430 Hamilton road. Phone 4760, night 3880.

DR. NORMAN E. SCHRAM, CORNER Dundas and Waterline roads. Phone 2326.

DR. JOHN S. SCHRAM, CORNER Kent and Talbot streets. Specialty, Diseases of women and children.

DR. W. J. STEVENSON, 330 DUNDAS street—Specialty, diseases of women and surgery. Phone 101.

DR. H. A. STEVENSON—X-RAYS, 250 Queen's Avenue. Diseases of women and surgery. Telephone 266. Night 3236.

DR. ALICE JAMIESON, 329 QUEEN'S street—Diseases of women and children. Phone 101.

DR. HOLMES, 244 RICHMOND—SPECIALTY, skin diseases, electro-therapy and X-rays.

GEORGE MCNEILL, M.D.—215 Queen's Avenue. Specialty, X-rays.

DR. CLIFFORD H. REASON, CORNER Dundas and William streets (phone 265), has resumed practice.

DR. PERKINSON & PERKINSON, 330 Queen's Avenue. Specialty, diseases of women, Dr. J. I. Perkinson, surgery and diseases of children.

DR. W. SHAW, M.D., L.R.C.P. and M.R.C.S. England. 287 King street. Phone 539.

DR. GEORGE A. RAMSAY HAS DEMONSTRATED and resumed practice, 333 Waterloo street (next armories). Phone 111, night 756.

DR. SEYMOUR THOMSON, PARK Avenue, corner Queen's, Eye, ear, nose and throat.

DR. W. M. SHOEBOTHAM, 620 RICHMOND, corner of Hyman. Specialty, surgery, diseases of women.

DR. GORDON L. JEPSON, 465 DUNDAS street, corner Colborne. Phone 2253.

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