

BICYCLE WEEK, MAY 4 to 11



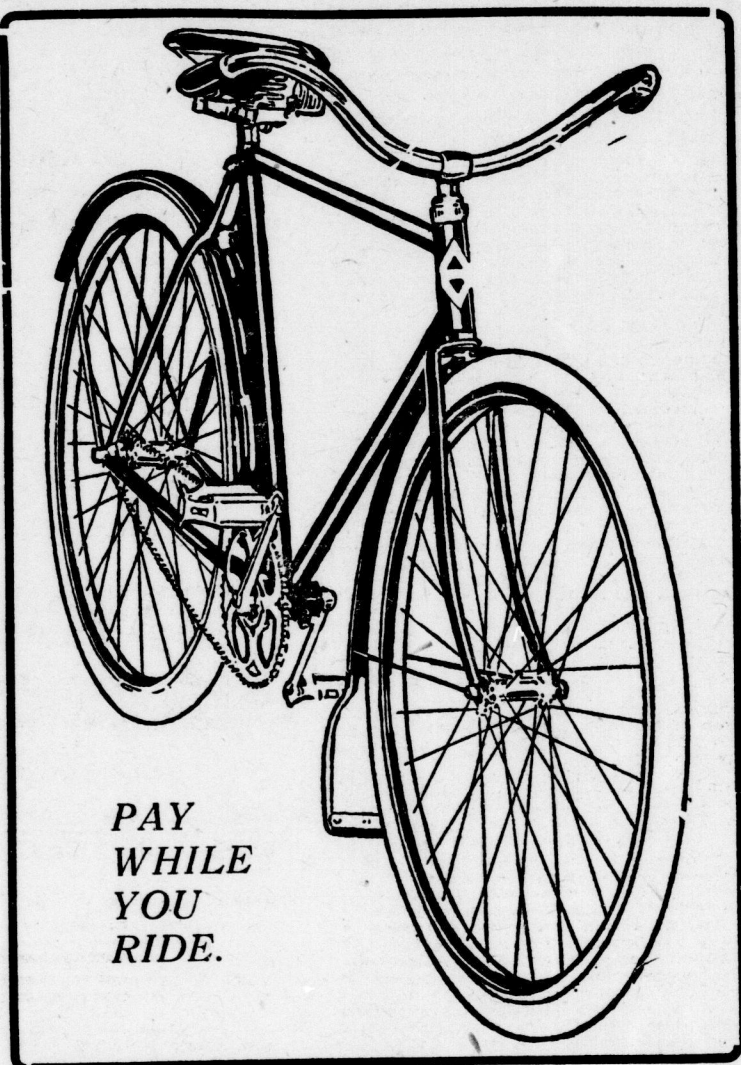
Mr Strapholder—
here's a Seat
for You!

Put your
trolley fares into
the purchase of a
Bicycle
and own your Conveyance

A Brantford pays for itself the first year. Its first cost is the only cost.

BETTER HEALTH! LONGER LIFE! MORE PLEASURE! SAVED
MONEY! BY RIDING A

Brantford Red Bird Bicycle



PAY
WHILE
YOU
RIDE.

Daylight Saving Is Now In Force!

YOU CAN MAKE GOOD USE
OF IT WITH A BICYCLE

You are going to have a garden this year to aid in production, and the chances are that your garden plot is some distance from your house. A bicycle will get you home from your business in a few minutes for an early supper, and then to your garden; it will enable you to put in more time to good advantage, in place of spending your valuable time in the *ancient method of walking, or waiting for street cars. Besides, riding a Bicycle through the pure fresh air gets you to the job full of pep and ginger, in a fit condition for a good evening's work*—in place of that drowsy, sleepy feeling caused by a long anxious walk or slow ride on a crowded street car.

If you haven't got the cash, we'll arrange easy confidential credit terms for you.

Victory Bonds Accepted as Cash. Full Value.

To carry out the program you must have a GOOD BICYCLE.

BRANTFORD BICYCLES ARE GOOD BICYCLES

THEY ARE THE STANDARD BY WHICH ALL OTHER MAKES ARE JUDGED, AS DEALERS OF OTHER MAKES OFTEN TELL YOU THAT THEIR BICYCLE IS *JUST AS GOOD AS A BRANTFORD*. When you ride a BRANTFORD BICYCLE you get 100 per cent service, no lost time, NO REPAIR BILLS.

Brantford Red Bird Bicycles
Sell Now at \$45.00 and \$50.00

They are cheap at that price now, but there is a big possibility of an increase soon. Secure yours NOW. Pay a small deposit and ride and save while you pay.

THERE ARE TWO KINDS OF BICYCLES

A Brantford Red Bird ---and--- The Other Kind

HERE IS THE DIFFERENCE:

A BRANTFORD BICYCLE is built to a standard.
A BRANTFORD BICYCLE is built to wear.
A BRANTFORD BICYCLE has earned a reputation through years of good service.
A BRANTFORD BICYCLE will give you the services you are looking for. MADE IN CANADA. Your money stays in Canada.

THE OTHER KIND is built down to a price.
THE OTHER KIND is built to sell.
THE OTHER KIND never had such a reputation; quality and cheapness don't go together.
THE OTHER KIND is made in a foreign country. In buying one sends your money to another country.

THINK THIS OVER. THEN BUY.

BUY YOUR BRANTFORD BICYCLE TODAY

BICYCLE & MOTOR SALES COMPANY

425 WELLINGTON STREET Open Evenings Next Y. M. C. A.

LONDONER CALLED "ONE OF REALLY BIG MEN IN BICYCLE BUSINESS"

G. A. Wenige Wins Praise of Trade Journal—Is a Great Believer in Future of the Bicycle, and Boosts Brantford Red Bird.

"One of the really big men in the bicycle business today," is the manner in which one of the trade journals classifies G. A. Wenige, manager of the Bicycle and Motor Sales Company of 425-27 Wellington street, Mr. Wenige says that he is not yet finished growing, because he sells a good wheel, "The

Brantford Red Bird," and he gives good service. That bicycling is being revived and that it will reach proportions of which no one would have dreamed a few years ago, cannot be denied. Not so long ago, pedalling along on a wheel was considered hard work and citizens generally took to automobiles or street cars. The high price of gasoline and the threatened increase in street railway fares have combined to bring the wheel back into prominence.

No longer is it considered a luxury, but it is rather a necessity. One can live out in the suburbs, where he can have a large garden, and yet by the aid of his Red Bird he can reach his work in a very few minutes. After his day's work is over he is home in ten or fifteen minutes and thus he is able to devote considerably more time to his garden than he otherwise would.

What is more pleasant, either, than a spin of five or ten miles into the country in the cool of the evening. One gets all the benefits of the exercise in the open air as well as the pleasure of the scenery. Doctors assert that bicycling is most beneficial to the health.

"All the pleasure is taken out of wheeling, however, if one has not the comfort of a good mount," says Mr. Wenige. For this reason he advises all his clients to buy a Red Bird. This wheel was known as the premier wheel years ago, when the industry was in its infancy. It has kept pace in the matter of improvement and anyone who has ever ridden the Brantford Red Bird will never buy another make, says Mr. Wenige.

QUARTER OF CENTURY BEHIND CANADA'S BICYCLE HISTORY

Dominion Vitally Interested in Industry Since 1894.

J. B. Dunlop invented the pneumatic bicycle tire in 1888, and it was in 1894 that the Dunlop Company commenced the manufacture of the pneumatic bicycle tire in Canada. So that for nearly a quarter of a century Canada has been vitally interested in this industry. That event is probably the most remarkable thing in the whole history of the tire events which followed, because the success of the motorcycle and the automobile have been largely based on the success of the pneumatic tire, which in their case, of course, was at first merely an enlargement of the Dunlop bicycle tire. The success of the bicycle in its present form hinges on the introduction of the pneumatic tire principle, which, as noted previously, undoubtedly has been one of the most beneficial events that man's genius has brought about. This statement ought

LONG PERSONAL ASSOCIATION WITH SPORTS LED TO CLEVELAND CHOICE

Walter Gurd's Experience Played Important Role in Selection of Wheel to Meet Customers' Every Requirement.

PRIVATE BIKE PATHS

Toronto Altered Streets to Give Riders Clear Space.

About 1897 bicycling was so tremendous in its influence that streets like Yonge and Wellington, Toronto, were altered and brick strips put in so that bicyclists could have a clear space to themselves. It is probably true that in no other phase of sport has such action been inaugurated by any city before or since, and what was true of the Queen City was true of other Canadian cities in a lesser degree.

CONSTIPATION AND HEADACHES

Aylmer Man Suffered Ten Years Before He Found the Treatment Which Effectuated Cure—Read This Letter.

Aylmer, Ont., May 7.—It makes one enthusiastic when he finds health after ten years of suffering from headache, indigestion, and the many distressing symptoms of constipation. Mr. John Gloin had given three doctors every chance to cure him, but it remained for Dr. Chase's Kidney-Liver Pills to do the work.

Mr. John Gloin, farmer, Aylmer, Ont., writes: "I have been a great sufferer from chronic constipation and headache resulting therefrom. During the past ten or twelve years I have consulted three doctors and tried all sorts of medicines. The only medicine which suits my case is Dr. Chase's Kidney-Liver Pills. They bring prompt and certain relief, and I find that I can depend on them in time of use. It is a pleasure to recommend these pills as the best cure for constipation. I was completely cured of itching piles by the use of one box of Dr. Chase's Ointment." It is necessary to be on your guard against substitutes, and look for the portrait and signature of W. Chase, M. D., the famous Receipt Book author, on the box you buy. Dr. Chase's Kidney-Liver Pills, one pill a dose, 25c a box, \$ for \$1.00, at all dealers, or Edmondson, Bates & Co., Limited, Toronto.

THOUSAND DELEGATES FROM ALL PARTS WILL DISCUSS GOOD ROADS

HAMILTON, May 7.—Fully a thousand delegates from all over the Dominion are expected for the fifth Canadian good roads congress and exhibition at the Royal Connaught Hotel. The convention will last four days. George A. McNamee of Montreal, secretary of the association, arranged the congress as in former years. The first session was formally opened this afternoon by Hon. Findlay MacDermid, minister of public works and highways for Ontario. The president, Capt. J. A. Duchastel, city engineer of Outremont, presided.

Speakers included S. L. Squires, municipal adviser to the Ontario Government; R. T. Kelley, president of the Hamilton Board of Trade; F. B. Howland, president of the Canadian Automobile Association; M. J. Overell, W. A. McLean, deputy minister of highways for Quebec. The business sessions open tomorrow, when Col. William D. Sohier, chairman of the Massachusetts Good Roads Congress, will speak on the efficiency of the highway in the present transportation difficulties. Lieut.-Col. McKendrick, D.S.O., director of the roads of the fifth British army, is also to speak.

Bicycling gives promise of coming into its own to a greater extent this season than ever before, when the watchword of the nation is "Conserve." "You can save time, worry and money by speeding along to your daily labors aboard a Cleveland," say its enthusiastic boosters, and every owner is a booster. "Street cars are not to be compared to the bicycle for getting you there on time. A wealth of healthy outdoor exercise awaits you with your purchase of a Cleveland." Models are to be had for every member of the family—mother, father, sister and brother—everyone can ride this

RIDE A HYSLOP

THIS IS THE LIFE! Miles of Joy

Get Astride a 'HYSLOP'

And Get the Most Out of Daylight-Saving A WHEEL WILL Save You Time and Money

A man on a HYSLOP is worth two on foot. The HYSLOP is still the bicycle for the rider who "cares." Seven models to choose from. See them at your nearest dealers. MANUFACTURED BY HYSLOP BROS. Limited TORONTO, ONTARIO.

TO ALL Sheep Owners

This Book FREE A nicely illustrated and handy booklet of 35 pages—containing practical pointers in simple language on sheep raising and wool marketing.

A few good sheep, with ordinary care, will bring in more real money for the amount invested than any other branch of an average mixed farm. This book will be very useful to every owner of sheep. If you are interested in sheep, write us today and we will gladly mail you your copy of this book free.

Please address in full as below. LOOK AT THESE PRICES. THAT WE ARE NOW PAYING FOR

WOOL

Unwashed fine and medium clothing - 68 to 67 cents
Unwashed medium clothing - 63 to 62 cents
Unwashed coarse - 61 to 60 cents
Washed fine - 50 cents
Washed coarse - 85 cents

The above prices are f.o.b., Toronto—you save the peddlers' and middlemen's profits for yourself—your money is mailed you the day your wool arrives—you receive the highest market prices when you

SHIP YOUR WOOL DIRECT TO

John Hallam Limited
DESK 50, Hallam Building, TORONTO.
WOOL—FURS—HIDES

17-15

Nature's Way Is Best

Nature's laxative is bile. If your liver is sending the bile on its way as it should, you'll never be constipated.

Keep the liver tuned right up to its work.

Take one pill regularly (more only if necessary) until your bowels act regularly, freely, naturally.

Carter's Little Liver Pills
Genuine bears Signature

Colorless faces often show the absence of iron in the blood. Carter's Iron Pills will help this condition.

At Home and Overseas
Keep your shoes neat and preserve the leather

THE F.F. DALLEY CORPORATIONS, LIMITED, HAMILTON, ONT.

SHOE POLISHES

LIQUIDS and PASTES—For black, white, tan, dark brown, or ox-blood shoes.