

BICYCLES GIVE ALL CITY BOYS STRONG, HEALTHY BODIES

RIDE A RED BIRD

The Bicycle That Makes Walking An Extravagance
and Street Car Fare An Unnecessary Expense

The time you waste in walking and waiting for street cars, and the money spent in car-fare will pay for your RED BIRD in one year.

A RED BIRD BICYCLE

Is not an expense. It's an investment in every sense of the word and pays big dividends.



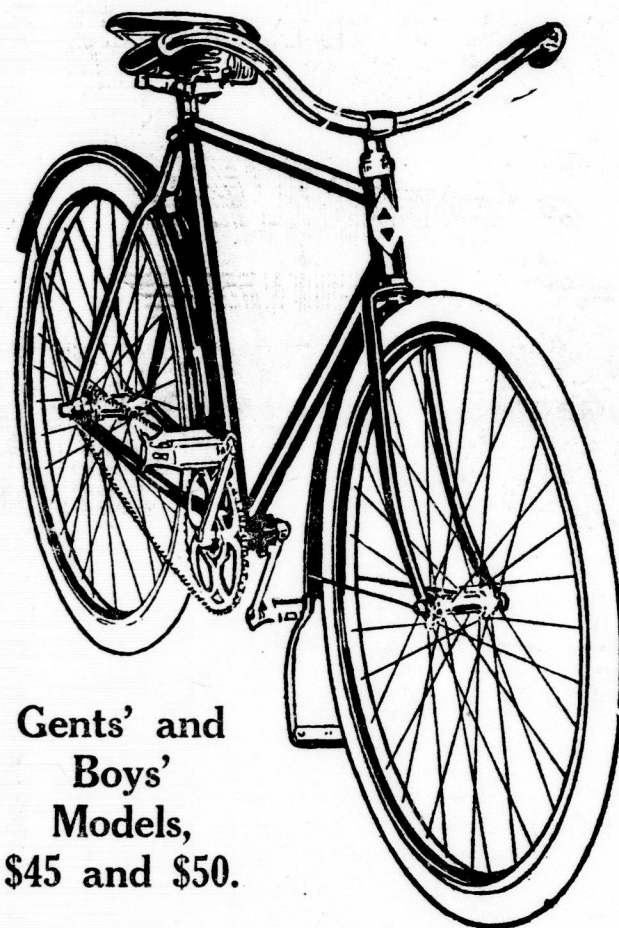
Ladies' and
Girls'
Models,
\$45 and \$50.

Come in today and let us show you the many advantages in buying your bicycle from us. Our service, our high-grade bicycles, our easy payment plan will all interest you.

Your Interests Are Our Interests

We are here for one purpose only, and that is to be of service to you.

If we accomplish this our profits are bound to follow, for we know "that he profits most who serves best." Our success in business was built on this principle.



Gents' and
Boys'
Models,
\$45 and \$50.

Red Bird Bicycles Are Fully
Guaranteed For One Year

Tires Guaranteed One Year Against Punctures

RED BIRD BICYCLES HAVE BEEN REDUCED IN PRICES AND INCREASED IN QUALITY.

BICYCLE & MOTOR SALES CO.

425-427 Wellington Street.

G. A. Wenige.

Phone 3182; Holidays and Sundays, 1448.

The Largest Exclusive Bicycle Merchant in Canada.

Cyclist, 85, Rides 91,000 Miles and Is Still Going Strong.

J. R. REESE, 85 years old, has ridden his bicycle 91,000 miles or nearly four times around the world. And he is still riding. His daily rides now average five miles. Reese has long been a resident of Dover, Ohio, but he learned to ride a wheel in Wales when a mere boy.

Mr. Reese declares that the bicycle is his daily medicine, and he omits his daily outing only when the weather is severe. He says that he would not trade his bicycle for a Pierce-Arrow automobile, even though his present wheel has been in use for years.

NATURE LURES BICYCLISTS AS WINTER PASSES

Cycling Excellent Means For
Dispelling Springtime Long-
ing For Country Rambles.

PROVIDES SPORT FOR ALL

Records Show London Has
Cycle Population of
16,000.

BY J. L. MIDDLETON.

Springtime marks a happy finish to the long, dreary winter, with its snowdrifts, ice-bound roads and chilling blasts. Nature carpets the earth with velvety green and bedecked the trees with verdure and blossoms. Songs of the birds and the balmy breezes bring to everyone, young or old, an irresistible urge to get out into the open country.

Cyclists know that bicycling is an excellent way to satisfy this springtime longing. They well know the delights, the convenience and the economy of cycling. They're already sold on the sport.

Gives Much Enjoyment.
Was there ever any sport in the world giving so much enjoyment as bicycling? It is a sport for young and old, fat and lean, men, women and children. All sorts and conditions of people, rich and poor, pedal smilingly along all over London and district over roads that lure speedsters and the aspirants for century runs.

That the citizens of London are strong for cycling is evidenced by the fact that there are around 16,000 bicycles in use in the city at this writing. Here is the gist of a conversation with one of London's largest dealers in bicycles. He said: "The population of the city is around 60,000. The total cost per year for persons riding four times daily on street cars is about \$40. At a conservative estimate there are 4,000 out of the 16,000 bicycle riders who use their machines all year round, to say nothing of the other 12,000 riders who ride a good part of the year and save a proportionate amount."

"And then some folks wonder if the bicycle is here to stay. With higher car fares in other cities, it is even better, for the bicycle is almost the only form of economical transportation."

Alive to Opportunities.
London dealers are positively enthusiastic over bicycle week. They are enthusiastic over the patronage they received from bicycle week efforts in former years, and are alive to the opportunities presented in this way for bringing the bicycle before the attention of a great many more people, and thereby obtaining extra sales.

Boost Bicycling.
London is rapidly coming to a point when we will have bicycle work all the year round, and dealers should take full advantage of this fact by never letting up in their boosting efforts.

To everyone who reads these columns and who is thinking about purchasing a wheel we would say: Why waste valuable time when a bicycle will give you the cheapest mode of transportation that modern science offers? A bicycle gets you where you want to go on time, in good time, and puts flesh on your bones, the color in your cheeks and cuts down the doctor bill. You don't have to think it over—you need a bicycle and you need it now.

Why wait to purchase? Prices have been fixed for 1922 and they're right down to bed rock. And imagine, a small deposit down secures a bicycle from practically any local dealer, and a small sum weekly keeps it. Nothing easier. Your car fare invested every week in a bicycle makes you independent of every mode of travel.

Isn't it about time that you stopped all this talk about going to buy a bicycle and do it, and buy it today? You know that it is sure and reliable transportation for you. Just look at the thousands of others that use this independent and economical way of getting there and back.

1922 BIKE HAS NEW FEATURES

One-Piece Pedal of Aluminum
Invented During Past
Year.

After many years of faithful and general use, the bicycle has been simplified in several respects. In this connection, it is rather remarkable to recall that the bicycle enthusiasts of 25 years ago gravely declared that the bicycle had then become perfected and would see no further change. Mechanical engineering experience has helped in the improvement of the bicycle, as in many other modern commodities.

It was not long ago that the cord tire for bicycles was brought out, and riders are now obtaining even better service with tires than ever before. With average use, the bicycle cord tire can be expected to give actually years of wear. The pneumatic bicycle tire made the automobile possible, it has been admitted, but the automobile practically gave back to the bicycle a development in the form of the cord tire.

Another important development during the past year has been the invention of the one-piece bicycle pedal. This removed one of the last uncertainties of the modern bicycle. The older type of pedal sometimes gave out because of excessive strain or shock, but the new solid pedal is exceptionally sturdy and will stand much abuse.

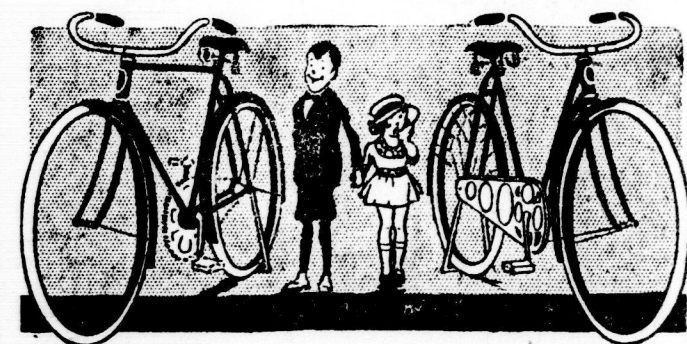
It is interesting to note that the new one-piece pedal is lighter than other types because it is made of aluminum. The pedal rubbers are inserted between the aluminum sides and cannot possibly turn. The lighter and stronger pedal is now standard equipment on thousands of bicycles in Canada. It was invented by a Canadian, and it has been adopted by foreign manufacturers.

Our developments include the simplification of the bicycle brake, perfection of various cycling accessories, new methods of "striking" some wheels and improvements in manufacturing systems.

CHOICE OF ROUTES TO WEST- ERN CANADA.

The Canadian National Railway, in addition to providing unexcelled service between Eastern and Western Canada, offers patrons optional routes. You may travel westward via the Port Arthur-Fort William route, returning the northern route via Cochrane and North Bay, or vice versa. This means that you are in new environments continuously. A train leaves Toronto (Grand Trunk Railway) at 8:45 p.m., carrying Standard Sleeping Car to Winnipeg, via North Bay, Cobalt and Cochrane daily, and through Tourist Sleeping Car, Toronto to Winnipeg, on Tuesdays, Thursdays, Saturdays and Sundays.

"The National," a solid through train, leaves Toronto for Winnipeg at 10:35 p.m. every Monday, Wednesday and Friday, via Sudbury and Port Arthur, with Standard and Tourist Sleeping Cars, Coaches, Colonist Car and Dining Car Service. Get full particulars, reservations, etc., at Canadian National-Grand Trunk city ticket office, corner Richmond and Dundas streets, London, Ont.



Boys! Ride a
C. C. M. BICYCLE

Say, boys! Won't it be just fine to have a dandy, husky, easy-riding bicycle to take you to school—to here, there and everywhere? If you're a real boy you want a "MASSEY" Bicycle.

CONVENIENT TERMS IF DESIRED.

J. A. BARNARD

338-340 TALBOT STREET.