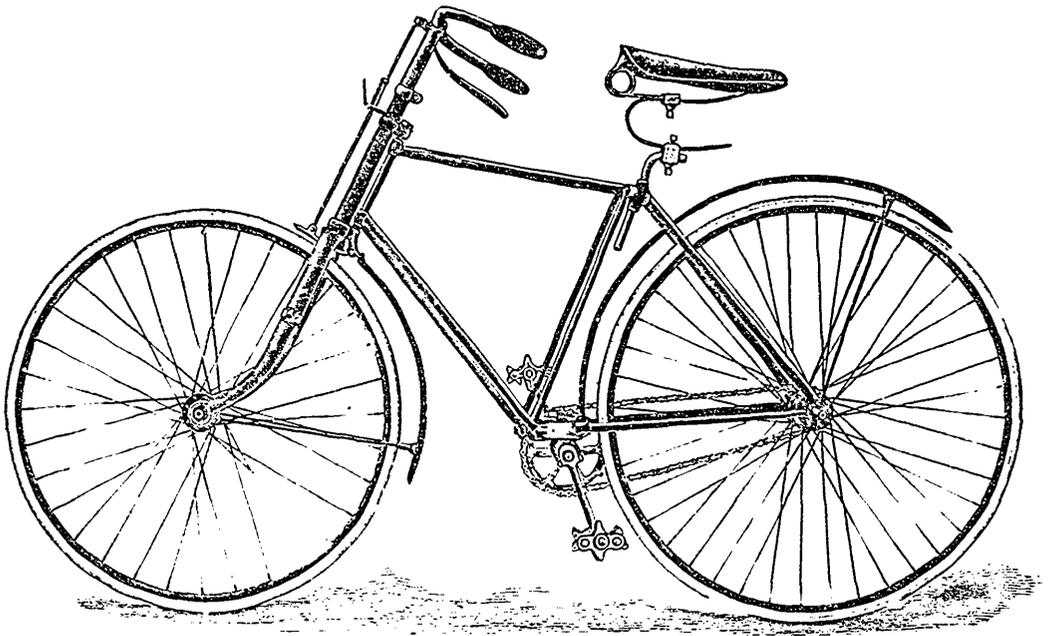


THE GENDRON MANUFACTURING CO.

LIMITED

WE invite bicycle critics to read the following about our No. 7 Cushion Tire Bicycle. Will also say that our new Pneumatic Tire Safety will be out in about ten or fifteen days, which wheel will defy competition. Would also mention that we have not forgotten the little Boys, and that we have a No. 1 Safety Bicycle, Cushion Tire, Ball Bearings throughout, highly Nickel Plate, etc., for \$45.00.



THE GENDRON No. 7 WITH CUSHION TIRE.

A NEW WHEEL designed on the latest and most improved lines, with long head and well extended wheel base. The crank shaft is brought sufficiently forward to relieve the rear wheel of a fair portion of the weight of the rider, which gives great ease to the steering and prevents side slipping. In it we produce a light yet most rigid frame work. We do not use exceedingly light gauge tubing, nor have we reduced our forgings to a dangerous size for the sake of weight. We believe that a Canadian Road Safety built on the latest approved lines with $1\frac{1}{4}$ inch Long Cushion Tires should weigh, all on, not less than 45 pounds. This machine is built to that weight, but strength is nowhere sacrificed for lightness. While it is equal in every respect to the highest priced Wheel on the market, yet with our facilities to make and market them, we are able to price it at a medium figure thus making good our promise to furnish the highest grade of work at a medium price of \$115.00.

All lovers of Safety Bicycles are invited to call and inspect our Wheels at our Salesroom, 183 Yonge St., or at the Factory, Cor. Duchess and Ontario Sts., Toronto.

GENDRON MANUFACTURING CO., Ltd.

EASTERN OFFICE: 1908 & 1910 NOTRE DAME STREET, MONTREAL.