

YOU RIDE A BRANTFORD AND YOU RIDE THE BEST.

A Busy Big Factory

FOR months past our factory has been running twenty hours per day with two staffs of men employed. Every available inch of floor space is occupied and the entire factory is a mammoth hive of industry. Exclusive of office employees or agents, nearly 500 men are working night and day to supply the unprecedented demand for Brantford bicycles that comes from every corner of the Dominion, from many countries of Europe, from Australia and South Africa. Never before in the history of the company have we experienced so much difficulty in filling orders promptly, and never before have our agents been so grievously disappointed in getting goods. While we sincerely regret our inability to turn out more wheels, we ask our agents and customers to wait and be patient. There are many important features in connection with our '98 Red Birds that will repay them for any delays from which they may suffer, among which are the following :

Positively Dust Proof Bearings	D Rear Fork Tubes
New Narrow Tread	Best Quality One-Piece Rims
New One-Piece Crank Axle	Double Swaged Spokes
New Blind Nuts	Herring Bone Tread Electric Tires
Patent Ball Oilers	New B-Shaped Chain
New Dust Proof Hubs	Flush Joint Construction
Handsome New Style Front Forks	New '98 Chain Adjuster
Strong Double Crown	New Wilson Rear Hub Brake
New Short Head	New Easy Adjustments
Hardened Steel Frames	2½ inch Drop Frames
New Style 1898 Saddles	Diamond Shaped Cranks
Patent Seat Pillar Adjustment	Solid Steel Centre Pedals
Extra Strong Rear Fork Brace	Etc., Etc.

Our New 1898 Catalogue is now ready and will be sent on receipt of address.

The GOULD BICYCLE CO.,
BRANTFORD, ONT.