

Watch Us Grow

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# Bicycle and Motor Sales Company

**The Largest Dealers in Bicycles and Motorcycles in Western Ontario**

**397 Clarence Street**

**London, Ontario**

**Phone 3182**

On commencing business several months ago we asked the public to "Watch Us Grow." Today we inform you that "We Have Grown" until now we are the largest dealers in Bicycles and Motorcycles in Western Ontario.

We attribute our wonderful success to the fact that we sell only the highest grade of goods manufactured in the lines we handle;

that we do business on strictly business principles---never promising unless absolutely sure of our ground and that we always "deliver the goods" on the shortest possible notice.

The public have shown their appreciation of our methods by their liberal patronage during our short period of business. Again we say "Watch Us Grow," for we will not relax our efforts, but will endeavor to deserve and obtain even a greater share of their patronage.

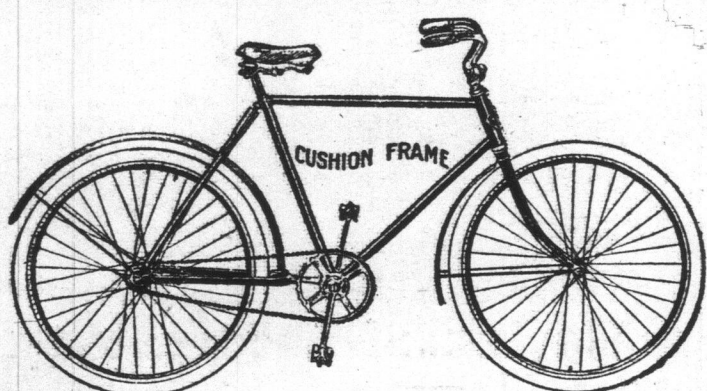
**We have the largest stock of Bicycles, Motorcycles and Sundries in Western Ontario. Select from our stock where you will have the greatest choice.**

EVERYTHING NEW AND  
CLEAN ALWAYS.

## OUR LEADERS ARE:

EVERYTHING NEW AND  
CLEAN ALWAYS.

### Brantford (Red Bird) Bicycle



The best and only real bicycle made. The oldest known in Canada. Manufactured by the largest concern of its kind in the Dominion.

Bicycles have come and gone, but one make, at least, has remained supreme—the BRANTFORD.

The friends of the BRANTFORD are legion and why? Because this bicycle is made of honest material and by men trained to do nothing but first-class work.

The 1912 BRANTFORD is a wonderfully fine machine—better even than the BRANTFORD of previous years.

Strength of construction is an outstanding feature. Easy running qualities and strictly high-grade finish are equally important. You cannot examine this bicycle without being convinced of its superiority. It is a great machine.

The BRANTFORD for 1912 will have a triumph rarely, if ever, equalled by a bicycle of any other make.

**"You see them wherever you go and they go wherever you see them."**

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### Michelin Tires

The last word in tire manufacture and a tire that once and for all "puts in the shade" all this talk of cheap foreign tires.

**THIS IS THE ONE BEST TIRE EVER MADE, AND WE ARE PRE-**

**PARED TO PROVE IT BY COMPARISON WITH ANY OTHER TIRE ON THE MARKET.**

Made of real live rubber, and not of old boots and shoes. They cost a little more, but are worth a lot more than any other tire.

**Let Your Next Tire Be a MICHELIN**

**"FOR SATISFACTION RIDE A MICHELIN."**

### Repair Department

This branch of our business is carefully looked after. We are prepared to give you prompt service.

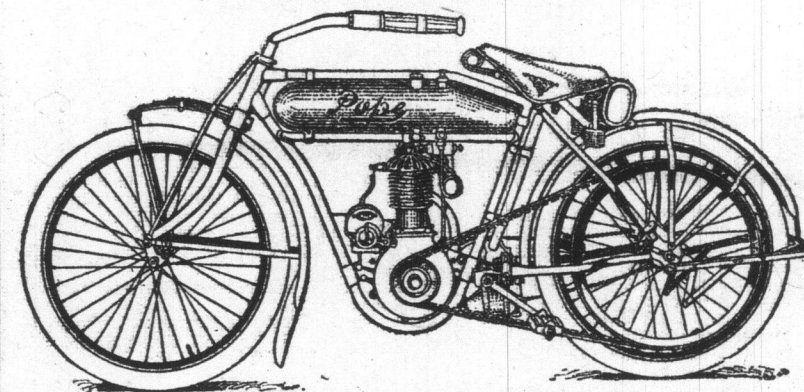
We realize you need your bicycle, and will not keep it a minute longer than is absolutely necessary. WE SPECIALIZE ON GOOD REPAIRS QUICK.

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### Pope Motorcycle



**A PERFECT MOTORCYCLE**

Made by the POPE MANUFACTURING COMPANY, who, for thirty-five years have maintained the position of leaders in the manufacture of BICYCLES, MOTOR CARS and MOTORCYCLES.

**NOTE THE SPECIFICATIONS AND THEN COMPARE THE PRICE WITH ALL OTHER MAKES.**

**MOTOR**—Pope, 4 horse-power, air-cooled, 4-cycle type. Bore 3 inches, stroke 3 11-16 inches.

**IGNITION**—Herz, high-tension magneto.

**CARBURETOR**—Schebler, Type H, automatic and compensating.

**CONTROL**—Double grip wire control; positive, invisible, accessible; no superfluous parts.

**TIRES**—2 1/4 inch G. and J. detachable.

**SPEED**—Four to forty miles per hour, depending on gear ratio.

**WEIGHT**—160 pounds, fully equipped.

**EQUIPMENT**—Complete kit of tools in leather tool bag, furnished with each machine.

Every machine is equipped with the "Eclipse" Free Engine Clutch.

**Price \$225.00**

**"WATCH THE LITTLE POPE GO BY."**  
Send For Catalogue.

## Our Big Special Week Commencing Monday, July 22

**We will have on display the largest showing of Bicycles and Motorcycles ever made in the city of London. It will pay you to call in and see us during this week. WE SELL ONLY THE BEST.**

# Bicycle and Motor Sales Company

**397 Clarence Street**

**"The Live Store"**

**G. A. Wenige, Manager**