

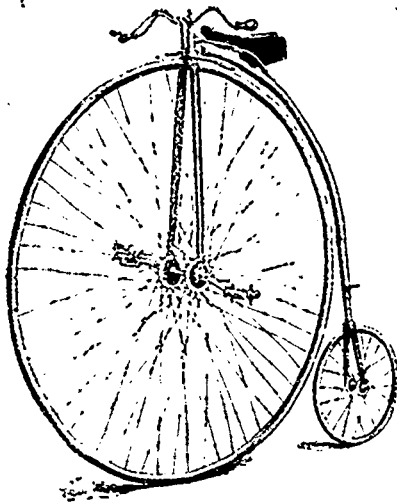
Cycling Advertiser.

22 CHURCH ST., TORONTO.

APRIL, 1885.

A Yard of Poetry.

THE WHEEL THAT RUDGE BUILT.



This is the Wheel that Rudge Built.



This is the Man
(Whose nickname was
Dan)
That one day bought,
From Robinson's stock,
A wheel that Rudge
built.



This is the gurrel
(With bang and currel)
Who sauntered along
The streets of the town,
And met the man
(The selfsame Dan)
That recently bought,
From Robinson's stock,
A wheel that Rudge
built.



This is her *pater*,
Who at home did
await her,
And who saw his
gurrel,
With bang and
currel,
Sauntering along
The street of the
town

With the very same man,
Whom you know as Dan,
Who recently bought,
From Robinson's stock,
A wheel that Rudge built.



This is the Pa laid out flat,
Beside his crutch and his old plug hat,
Who tried to kill
With a wooden pill
The love-stricken man
With the name of Dan,
Who met the girl
With bang and curl,
As she sauntered along
The streets of the town,
As he rode aloft
On the wheel that Rudge built.

BUT

This lover Dan
Was that kind of a man,
That when he saw a girl
That set his heart a-whirl—
As she sauntered along
The streets of the town—
Would slay the Pa
Who would dare sto-
p him.

Thus ends our story,
But before we

close, would strongly advise you to buy
from Robinson's stock, one of the
wheels that Rudge built.

THE SPRING OPENING.

The first bright wheeling day that came found an elbowing, eager crowd thronging around our premises on Church Street. At length we telephoned for a posse of policemen, who kept the boys back until those inside the building had purchased wheels. At 1 p.m. one of our salesmen fainted from over-exertion, and was carried out in a bicycle crate and dumped in the backyard to recover. At 2 the office boy took the third basket of greenbacks and notes to the Standard Bank, where a line of tellers stood, each wiping the perspiration off their 385 foreheads with due bills. At 5 we had nothing left in stock but the bicycle that Noah used on the roof of the ark, and a gongless hell. Thousands were turned away undecant with. Luckily, however, we had another stock at the Custom House, and we are fully prepared for a second onslaught.

A WORD ABOUT SADDLES & BELLS.

The improvements in saddles are most marked. From experience we are convinced that the Duryea saddle and spring combined is among the best of the American productions; and, counting on a large sale, we have reduced their price this season from \$5 to \$4. Sample one. Lamplugh & Brown are to the front with improvements in their famous Eclipse and Long-Distance Saddles. We forgot to mention also the Lillibridge Saddle and Spring, which is a most comfortable affair. As to bells, the single and double alarms of the Harrison's hold their own. The Hill & Tolman sells very well, and is a favorite with all who use it. We can recommend also the Perfection Automatic Alarm, which gives a particularly pleasing sound. Hill & Tolman are out with a new line of stop bells, which are simple in construction, and not likely to get out of order easily.

OUR CLOTHING DEPARTMENT.

If your club wants a new, neat and nobby uniform, send for samples and prices. Give some idea of what you want and we will supply you. We make, too, a fine stocking with a 6-ply top and a 4-ply foot at \$1.50, and an all 4-ply one for \$1.25. In polo or peaked caps we can also fit you out.

THE RUDGE SAFETY

Has been received with decided enthusiasm wherever it is seen. Already we have sold out the entire stock we ordered during the winter, and have sent for another shipment. Like all the Rudge wheels, it is particularly handsome in appearance, and runs like a sewing machine. We have a solemn conviction lingering around us that it is the safety wheel of the world, and has an immense field before it.

THE SUNDRIES DEPARTMENT.

We pride ourselves on the complete stock of extras kept, comprising all the novelties. The Tyre clips are invaluable to tourists and others when the tire comes loose and no cement is handy. In pedals, padlocks and chains, saddle bags, steel balls, lamps, cranks, cement, etc., we have a full assortment. Our Pagola Bicycle Oil takes well—25 cents per bottle. Lamp Oil at 40 cents per bottle. Backbones, heads, rims, tires, spokes, flanges, forks, etc., also kept in stock.

CYCLING LITERATURE.

Our news counter is kept stocked with all the Canadian, American and English cycling publications, and single copies may be had or yearly subscriptions will be taken. This new department in the business is evidently much appreciated, judging by the way it is being patronized. THE CANADIAN WHEELMAN is a decided credit to us, and every cyclist in whose soul a love of country and wheel burns should take it. The Boston Bicycling World is a well conducted weekly at \$2 per year. The Springfield Wheelman's Gazette, at 50 cents a year, is very popular. The New York Cyclist and Athlete and the Western Cyclist both have their favorites. Going to England, the old-established Cyclist, at \$2.50 a year, takes the lead. To enable you to choose the paper you want to subscribe to, send us 25 cents in stamps and we will mail you a sample package of five or six. By the way, we are looking orders constantly for the new edition of Sturmeys' Bicyclist's Handbook—by mail, 65 cents. The Guide to Bicycling, at 50 cents, and Miller's Bicycle Tactics, at 25 cents, are valuable publications. Our Illustrated Poetic Catalogue sent on receipt of a three-cent stamp.