

**THE BICYCLE FOR HEALTH AND RECREATION**

**Buy a Bicycle "BICYCLE WEEK" MARCH 31st to APRIL 7th**

**THE BICYCLE WILL SAVE YOU MANY STEPS AND MUCH CARFARE**

A fact which is considered by friends of the bicycle as an indication that ladies everywhere will consider the bicycle as a means for health, pleasure and utility is that the smart set at Palm Beach, Florida, have made free use of the bicycle during several recent winter seasons.

The wives and daughters of multi-millionaires and others have cycled—not for one season but for several—to the golf links, to the beach, to and from the hotels for pleasure and exercise. The fact that society women have used the bicycle during more than one sojourn in Florida is taken to mean that wheel-

ing is being considered more than a fad. Representatives of society from all parts of the United States gathered at Palm Beach and other Florida winter resorts yearly and when they return to their homes they talk about the manner in which they and others, rode bicycles down South. Some of them have begun to use the bicycle in the North during the summer months and there is a steady increase in this practice, it is declared. More ladies of Rosedale, the fashionable residential section of Toronto, ride bicycles than those of any other portion of the city.

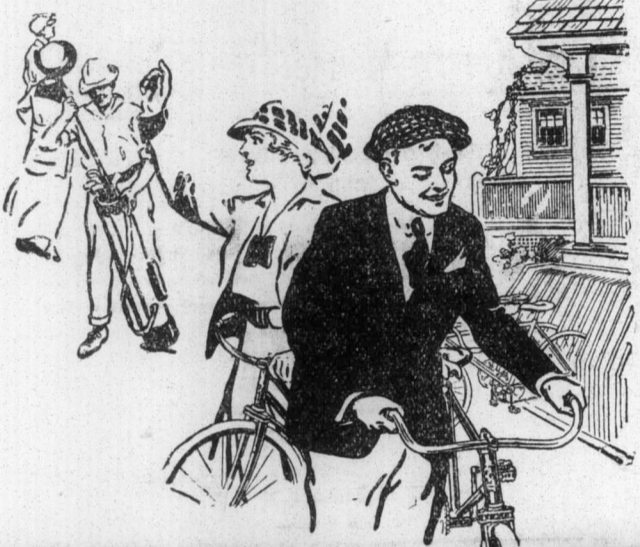
When the rich and fashionable women of Montana, New York, Massachusetts, Ontario and other scattered portions of the continent ride bicycles both winter and summer, as they actually do, the spirit of cycling is reflected down the line—as in other habits of the female sex. Cycling authorities of Canada therefore believe that the bicycle will shortly become very popular among all women. It is already being adopted, according to reports from the bicycle trade. One dealer in Toronto sold sixty-nine ladies' bicycles during 1916 alone and many other Canadian dealers enjoyed a good business in ladies' wheels last year. (More ladies' models will be sold this year than last, it is believed, because a fair number of orders have already been booked.)

It is also the sign of the times that a leading clothing establishment of New York has devised a fashion plates of this firm show a lady cyclist, with her bicycle, attired in the latest style of cycling apparel. This shows, it is declared, that the subject of cycling is receiving the attention of those who cater to the wants of the ladies.

Nearly every photograph taken at Palm Beach and other leading Florida resorts last winter showed both men and women, stylishly dressed, with their bicycles. These exclusive people even posed in groups with their bicycles for the taking of photographs. These pictures were freshly reproduced afterwards in the pictorial sections of the big dailies when reference was made to the fact that Mrs. So-and-So, the rich society leader, and her friends were enjoying cycling in the balmy clime of Florida.

Already the rich and exclusive society leaders have revived cycling, as a great many women have been riding bicycles at Palm Beach, Florida, and other Southern resorts during the past two or three years. Wide publicity was given to the fact that Palm Beach was wheel all last winter. Photographs of members of the smart set on bicycles have been widely published in newspaper illustrated supplements and in magazines while the women who have been riding at the Florida resorts come from all parts of the continent so that talk about cycling has been heard in women's circles everywhere.

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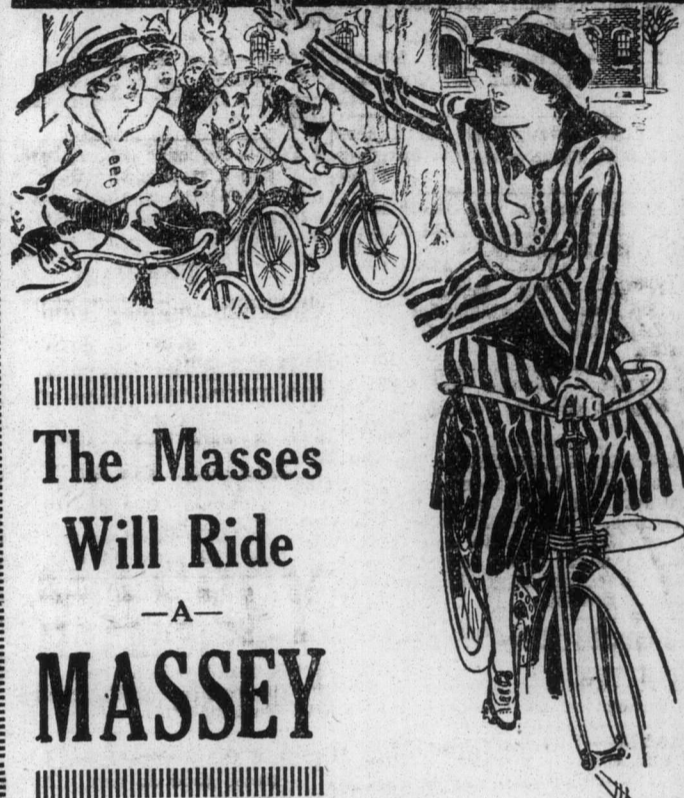
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