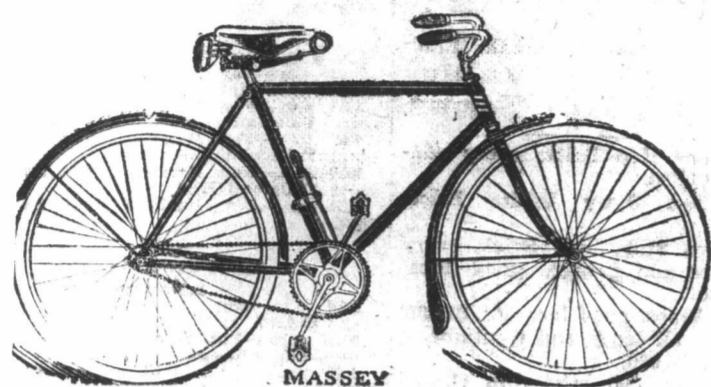


# NATIONAL BICYCLE WEEK

## MAY 4th to 11th

### Make Most of Daylight Saving



ECONOMIZE ON YOUR TIME. USE A WHEEL TO AND FROM YOUR WORK.

JUST COME IN AND SEE OUR WHEELS ANY DAY.

NOW IS THE BEST TIME

Ride a "MASSEY" For Satisfaction and Comfort

**E. T. McCUBBIN**

332 COLBORNE ST. 'PHONE 1884

A fact which is considered by friends of the bicycle as an indication that ladies everywhere will re-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 the 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 wheeling is being considered more than a fad.

Representatives of society from all parts of the United States gather 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 Ontario, New York, Massachusetts, and other 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 all 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 season than last, it is believed, because a fair number of orders have already been booked.

It is also a sign of the times that a leading clothing establishment of New York has devised a fashion of lady's dress for bicycle riding exclusively this year. The fashion plates of this firm shows 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 freely 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.

### When School's Out

In the precious hours before and after school, you will never again need to wonder what to do or where to go when you own a

## BRANTFORD BICYCLE

It's a beauty to look at, and, Oh, how easy it rides!  
Come in and let us show you this wonderful bike.

**FRED GOTT**  
100 DALHOUSIE STREET

### Economy Begins at Home

that's why no home should be without

# ABICYCLE

and that a "CLEVELAND"

**C. J. MITCHELL**

"BICYCLES"

Dalhousie Street

Opposite Brant Theatre

# "HAWTHORNE" BICYCLES



15 Kinds to Choose From

NEXT TO BRANT THEATRE

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