

BICYCLE AND MOTOR SALES CO.

425-427 WELLINGTON STREET, LONDON, Next Door to Y.M.C.A.

OPEN EVENINGS

Grand Opening Week Carnival of Selling

June 7 to 12 Keep These Dates In Mind

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OPEN EVENINGS

OUR NEW BUILDING

Is absolutely the finest and best equipped exclusive Motorcycle, Bicycle and Accessories Store in the Dominion of Canada.

WE take pleasure in announcing June 7 to 12 as the opening dates of our handsome new building at 425-427 Wellington St., London. This new building was built exclusively for the Bicycle and Motorcycle business and is unique in that it is the largest, most modern and up-to-date building of its kind in the Dominion of Canada.



BICYCLE AND MOTOR SALES CO. NEW HOME.



FOR AN OUTING.

IT'S YOUR INNING

GEORGE A. WENIGE.

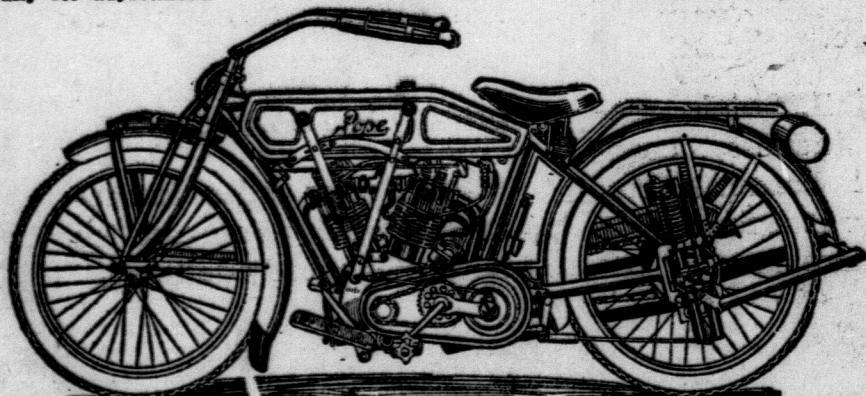
"The man whose foresight and faith built this business."

POPE MOTORCYCLES

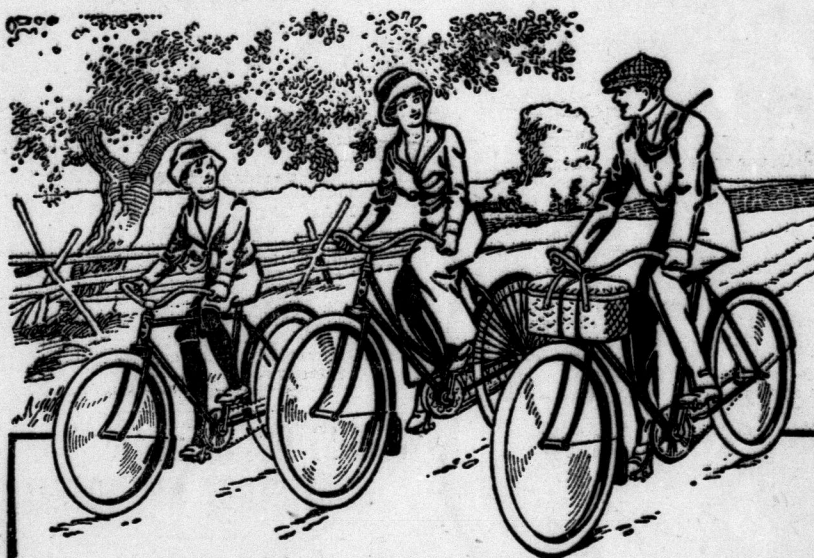
In buying a motorcycle the first thing to be considered is the responsibility of the concern that builds it. Pope Motorcycles are built by the Pope Manufacturing Company, and each machine is sold and guaranteed under the Pope trademark, which constitutes a guarantee of Pope Quality, the standard by which every other motorcycle must now be judged. Look for the Pope trademark—"Quality First"—is our motto.

Mechanical Specifications of Model R-15 Two Speed

MOTOR	15-15 H.P. Pope overhead valve, bore 3 1/4 inch, stroke 3 1/4, displacement 61 cubic inches.	LUBRICATION	Mechanically operated oiler, worm and gear driven from motor shaft. Hand pump oiler for emergency. Positive method prevents excessive lubrication of rear cylinder. Window in the side of crank case shows amount of oil within.
CYLINDERS	Two cylinders and heads separate, removable without taking motor out of frame.	CARBURETOR	Special type Schebler with starting device. Auxiliary air valve.
VALVES	Mechanically operated. Special alloy Chrome nickel steel, drop forged, stem integral, interchangeable. Located in head.	IGNITION	High tension armored magneto.
CAM SHAFT	Cam shaft and cams in one piece, from solid bar special Chrome nickel steel.	CONTROL	Throttle and valve lift in right grip. Spark in left grip. Combination foot control of clutch and brake with independent hand clutch control. Gear shift so locked that clutch is disengaged before gears can be shifted.
CONNECTING RODS	Special alloy Chrome nickel steel, drop forged, with bushings ground in place.	TRANSMISSION	Heavy roller chains, 3/4-inch pitch, 6-16 inch wide. Chain to clutch, through clutch discs to two-speed shaft, to sprocket on right side of two-speed, chain to special Corbin hub in the rear wheel. Chains protected by guards.
SHAFTS	Main shaft, crank pin, wrist pins, cams and cam shaft, special alloy Chrome nickel steel, hardened and ground.	CLUTCH	Special Bellows Multiple Disc. Designed especially for Pope two-speed. Hand and foot control.
BEARINGS	Main shaft bearings bronze of special analysis. Lower connecting rod bearings, roller, of special design. Magneto drive shaft carried on "self-aligning" double annular ball bearings in dust-proof cases.	FRAME	Keystone type double tube, 1 1/4-inch heavy gauge steel tubing. Suitable reinforcements at all critical points.
TWO SPEED	Gears. Large diameter, big pitch, wide face, constantly in mesh. Extra large annular bearings. Clutch dogs and similar parts extra heavy. Gear case rigidly mounted in a special bracket. Device absolutely locks the parts in high, low or neutral position. A positive one-way roll clutch driven from a pair of pedals. Not necessary to lift the machine on the stand to start motor.	FORKS	Full double type with five leaf Chrome vanadium steel spring. Improved rocker plate construction with grease cups. Hardened bushings at fork tips. Increased bearing surfaces.
MOTOR STARTER	The famous Pope rear spring suspension, carried on four large guide rods on each side. The guide rods run through stuffing boxes which retain the lubricant in the bearings, and entirely exclude dirt and grit. Chain pull carried by concave rollers bearing on hardened rods which are mounted eccentrically for adjustment.	FOOT BOARDS	Comfortable, folding aluminum foot boards, Pope design.
REAR SPRING SUSPENSION		HUBS	Front—Corbin, heavy type with knock-out axle. Rear—Special Corbin with lever operated band brake.
		HANDLE BARS	Long, with rear drop, cross bar reinforcement. Twin stems, vertical adjustment. Extra long rubber grips.
		COLOR	Pope Twin Gray. Bright parts nickel-plated.
		GEAR	3.9 or 4.4 to 1 on high, low speed affording approximately a 60 per cent reduction in gear ratio.



POPE MODEL R-15 TWO SPEED.



BRANTFORD

"Made in Canada"

BICYCLES

Benefit All!

Think of the delightful family picnics you could enjoy with your Brantfords—the friends you could visit—the splendid exercise you can get in the fresh air and sunshine.

Get Brantfords for the whole family and take your fun together.

The Brantford is a wonderful machine—a big margin of strength and safety is built into its light, yet sturdy frame. Looks well—acts well under all circumstances.

The full line of 1915 models is now on view.

Brantford Bicycles are the original "Made in Canada" bicycle. For thirty years they have maintained supremacy over all other makes, and today, as always, they are the "supreme bicycle value" to be obtained. Come in and let us tell you why, and prove our statement.

Our New Building Will Be Headquarters for all Motorcycle and Bicycle Riders West of Toronto.

When you are "on the road," headed this way, have your mail addressed "Care Bicycle and Motor Sales Company, London, Ontario."

Our display of Modern Motorcycles, Side-Cars, Bicycles and their Accessories open for inspection every day. An interesting and instructive exhibition that will be a revelation to citizens.

WE cordially invite you and your friends to call and see us, and feel sure that you will be well repaid. We pride ourselves in issuing this general invitation that we are inviting you to see something that is not duplicated elsewhere.

We built this business from a small beginning by knowing what was wanted and supplying that want.

INDIAN MOTORCYCLES

The rider has every right to expect, in buying a new machine, that it represents the latest motorcycle thought. He is entitled to it. It is a main part of a new machine's value. The 1915 Indian lays before its friends the fullest measure of advancement summed up in these NINE INNOVATIONS:

NEW INDIAN STARTER **THREE-SPEED GEAR**
HEAVY DUTY CLUTCH **LIGHTWEIGHT MODEL**
NEUTRAL COUNTERSHAFT **DUAL CLUTCH CONTROL**
GEAR-SHIFTING LEVER **NEW MAGNETO** **VANADIUM STEEL CONSTRUCTION**

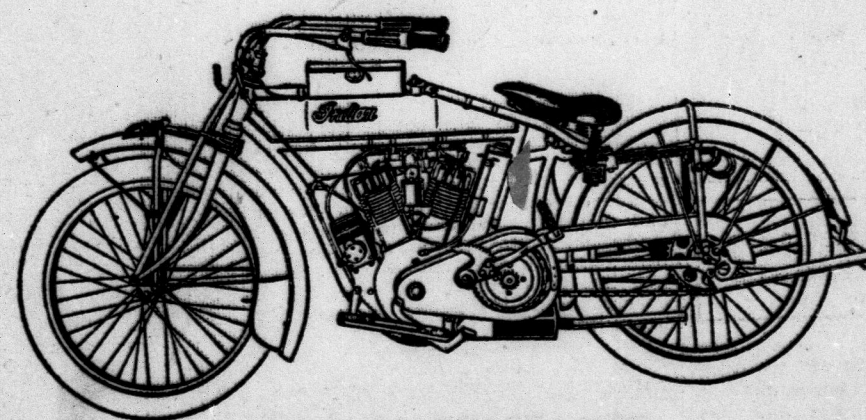
These Nine Innovations are sweeping ones—the real surprises and perfections of the new motorcycle year—and they score for the Indian a tremendous headway of progress.

They are the outcome of the most aggressive policy in the motorcycle industry. Fruits of liberal and sound financing; of courage to grow; of daring, yet well-grounded, expansion. But largely they are due to the Indian's international activities.

Realize that the motorcycle is becoming highly perfected and is therefore less susceptible to GENUINE IMPROVEMENT. In this light, 1915 Indian achievements take on the color of the sensational.

Specifications Model C-3 Three Speed, \$330.00

Motor —Indian V-type, air-cooled. Two cylinders, 3 1/4 inch bore, 3 3/4 inch stroke, developing 15 full h.p. on dynamometer test. Piston displacement, 60.92 cubic inches. Roller bearing connecting rods.	Transmission —Model C-1 direct geared, with Indian neutral counter-shaft for starting with rear wheel on ground. Model C-2, Indian two-speed on counter-shaft. Model C-3, Indian three-speed, progressive type, on countershaft with clutch and gear shift interlock.
Carburetor —Indian multiple jet, central draft type with fixed gasoline feed and variable air control. Automatic action at all speeds.	Gear Ratios —Model C-1, standard, 4.22 to 1. Model C-2, standard, 4.22 to 1, high; 7 to 1, low. Model C-3, standard, 4.22 to 1, high; 6.64 to 1, intermediate; 10.42 to 1, low. Option, 3.33 to 1 on high.
Ignition —Dixie high tension enclosed magneto. Indian spark plugs with snap-on terminals.	Brakes —Model C-1, Indian internal expanding band type. Right foot pedal control. Elektra non-burning brake lining. Models C-2 and C-3, in addition to above described internal brake, also are equipped with Indian external contracting band, operated by hand lever.
Mechanical Oiler —Indian worm-driven plunger pump, geared to camshaft. Positive under all conditions. Stroke adjustable to regulate oil feed.	Footboards —Big, roomy, aluminum footboards with rubber mats. Folding type.
Starter —Indian type, positive acting through counter-shaft, and geared to crank the motor three full revolutions for each thrust.	
Clutch —Indian heavy duty multiple dry plate disc type. Elektra non-burning friction lining pressing against steel; 61.25 square inches of contact surface. Clutch quickly adjustable to load.	



INDIAN MODEL C-3, THREE SPEED.

Bicycle and Motor Sales Co.

425-427 WELLINGTON STREET, Next to Y.M.C.A.

NOTE OPENING DAYS
JUNE 7 to JUNE 12