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THE WELL KNOWN

# Gendron Bicycle

AND FOR SALE NOW BY

**E. Lawrenson,**  
387 PRINCESS STREET.



CLEVELAND

## Economize!

### Ride a Cleveland Bicycle

#### BID GOOD-BYE TO TROUBLE

"Traffic blocks" and "strap hanging" are jokes when you ride a Cleveland bicycle.

You get through the day's duties easily, by conserving your time and preserving your health.

To the man or woman of today the Cleveland bicycle is a nerve tonic and it keeps the mind and body alert.

### Ride a Cleveland Bicycle

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Motor Oils and Greases. Bicycle Repairing.

## H. Milne,

272 Bagot Street.

# BICYCLE WEEK

MAY 4TH TO 11TH

#### This is Bicycle Week.

Throughout Canada this week bicycle manufacturers and bicycle dealers are making special efforts to direct public attention to the value of the bicycle as a business and a pleasure proposition, and it is safe to say that by Saturday night thousands of people will know a great deal more about the "bike" than they do to-day.

This will do good, because anything that contributes to the comfort, health, happiness and efficiency of the people is along the right line, and bicycling admittedly does all this.

Therefore, if you want to learn all about the progress made in bicycle construction, visit one of the places where bicycles are being exhibited and have it fully explained to you. There are nine chances in ten that you will be pleasantly entertained and will learn much that will interest you, for the bicycle has developed in recent years until now it does all but run itself.

It is passing strange that while the bicycle has its full public appreciation in Canada for some years, it never once lost favor in Great Britain or on the European continent. It may be that the beautiful roads of England, Scotland, Ireland, France, Belgium, Italy, and the comparatively small limitations of these countries, have kept the bicycle in the forefront as a necessity, but whatever the reason the fact remains that it is as popular a means of locomotion throughout Europe now as it ever was.

Now, however, there is a revival of the old-time interest in the two-wheeled friend of mankind, and more will be seen on the streets than has been the case for years.

No man or woman can long retain good looks or good health or maintain the pace these strenuous days in the social and business worlds without outdoor exercise—and did you ever hear of more pleasant or more genuinely attractive exercise (exercise, mark you), than pedaling an easy-running bicycle over the city's smooth pavements or along well-kept country roads leading out of the city!

#### GET THE OLD BIKE OUT; IT MEANS HEALTH

By Martin A. Delaney, Editor of "Keeping Fit" Department of the Chicago American.

Do you know that "bike" riding is a good cure for insomnia? Do you know that thin and frail persons can get real and lasting benefits from riding a bicycle? Health, strength and weight will follow consistent riding. The muscles will harden, color will come into your cheeks, and it is just the right sort of exercise to develop an appetite. I mean just what I say about insomnia, and in my opinion there is no better cure than a ten-mile ride.

The "bike" riders were out in full force yesterday. Were you one of them? If you belong to the army of stay-at-homes, those who refuse to go out because they don't care to hike and do not happen to own an automobile—take my advice and get the "bike" riding habit. I can tell you that correct bicycle riding will cure the ills of the flesh as much as will walking.

Sit in an upright position. This leaves the heart, head and stomach in a position for perfect concerted action. Don't stoop over the handle bars. Just remember that you are not a racer. The stooping position may be necessary for racers, but speed is detrimental to health if kept up too long.

You may not be able to run or walk for one mile, but still you may be able to ride fifteen miles or even more on a bicycle and thoroughly enjoy the sport. When you walk the entire burden of the body is borne by the legs. In bicycle riding you are in a sitting position, and therefore you are economizing the expenditure of vital and nervous forces.

I am in receipt of many letters indicating there is a growing revival of this invigorating and interesting

#### Ride a Bicycle

A machine that enables one to walk with a twenty-foot stride—the weight of the body being taken off the feet—the descent of one foot lifting the other, and the momentum of each step being carried on to those that follow, can never be superceded for business or pleasure, except by a self-propelled flying machine.

Why shouldn't you revive bicycle riding? It is a sport which gets you out in the fresh air and sunshine. It gives you an appetite, and then again it is a great exercise for the practice of deep breathing.

#### WILL HAVE RACES.

The Soldiers Are to Celebrate Bicycle Week.

National Bicycle Week, May 4th to 11th, will probably be celebrated at a number of military camps as well as in more than 1,000 cities and towns in Canada and the United States.

An effort is being made by the United Cycle Trade Directorate, under the auspices of which bicycle week is being held, to obtain permission for the soldiers in training at the various camps to hold bicycle races during the week.

Since the "bicycle-racing" season opened in Newark, N.J., it has been discovered that many of the crack riders who competed last year have been called to serve in the army, and they are distributed throughout the camps. It is likely they can be utilized as officials of the military bicycle races, as it would not be fair to the soldiers to permit expert racing men to compete.

The military authorities are interested in locating good wheelmen. The bicycle has proved invaluable in the present war, and expert wheelmen are in great demand in Europe. Bicycle Corps are used for the advance guards and at the head of shock troops. There are also thousands of bicycle couriers for despatch work across country where the motorcycle is useless and for the distribution of mail along the front.

Medical men are taught to ride and the first-aid surgeons employ the bicycle to great advantage, carrying their emergency kits in special cases fitted to the frame of the wheel.

The Italian troops are equipped with ordinary and also with folding bicycles, which are carried when crossing rough country, like a pack on the back.

In many ways the bicycle has entered into the war and for this reason Bicycle Week can easily be turned to good advantage by men in training.

There will not be any "wheelless" days because there is probably not a vehicle of land transportation which is needed in larger numbers than the bicycle.

Few people know that more than 600,000 new wheels and many thousands of used wheels are sold annually. Last year there were more than 4,000,000 bicycle riders in the United States alone.

In Canada, England, France, Italy, and all the older countries the bicycle is used, in proportion to population, even more extensively than in the United States.

#### Revival of the Bicycle.

The bicycle is not "coming back" it is back.

It is getting a new lease of life all over the world!

Bicycle manufacturers report increasing orders and an unusually widespread demand this spring.

Dealers are selling bicycles not only to young men, but also to middle-aged and elderly men, and boys and girls as well.

They are asking—everybody is asking—what is the reason for this?

It would be hard to tell exactly, but undoubtedly the two big factors in this revival of an old pastime, especially in the cities, are the economy in transportation and its health-giving impetus.

The average man can effect a saving of at least \$1 a week in street fares by riding a bicycle. In a general rule, it will get him to his destination quicker, because he can make short cuts. It gives him new health, too, and makes him better acquainted with his city. In a street car he too frequently breathes impure air, and during the rush hours will be fortunate if he does not have to hang on to a strap. The bicycle gets him direct to where he is going, wherever it may be, whether on a main street or a side street, or up some alleyway or lane; he can ride right to the door, whereas the street car may take him only part of the way. So in the matter of efficiency the bicycle will beat out the street car nine times in ten.

As regards health, one has only to look at the khaki-clad soldiers, as they swing jauntily by, to see what effect exercise has on the average man. Note the bright eye, the buoyant step, the clear complexion, the jovial spirits, the bubbling over of good health, and you may realize just what exercise means to the human body.

Nowadays the scheme of things tends to spare men and women, boys and girls, from all kinds of physical effort, to make life easy, as it were, all of which unquestionably has a deleterious effect on the constitution. A few years ago society women of London and Paris, realizing that they were going back physically because of the luxury of the motor and cable cars and undergrounds, of modern life, took up horseback exercise to counteract the baneful influence.

Horseback riding is far too expensive for the average person, however, and so the bicycle is "coming back" it fits in exactly to a modern need. It provides exercise of just the sort needed, and in the matter in which it can be of most benefit. The whole body is exercised, and the changing scenes, the pure air, the alert mind, combine to make the exercise inspiring, pleasant, and attractive. Men and women are finding out that a certain amount of vigorous exercise every day is absolutely necessary to the maintenance of good health, and when business and economy can be combined with exercise the result is most desirable. Hence it is that for these and other reasons bicycle-riding is being taken up by ever-increasing numbers and bids fair to become a craze.

The Dunlop Trophy Race may be considered as somewhat of a barometer of Toronto's growth, as in the old days the starting point was usually a place well within the city boundaries of to-day. In 1914 the race was run on the Danforth-Markham Road, but had to be run a half mile from the tape line of 1906. Points outside the city limits have to be selected now on account of the tremendous interest shown in the race, and the phenomenal entry list of riders making it too colossal a proposition to stage where it might interfere with traffic in any way. No other sport in the history of the world took such a large hold on such a large number of people simultaneously as cycling. This is a broad statement, but those who have lived through the many seasons of sport since 1894; when the Dunlop Trophy Race was inaugurated, or who have kept in close touch with various sporting innovations from time to time, will confirm the above declaration.

# Fred Dowling

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Discretion is the salt that preserves life and fancy is the sugar who paid a jeweler \$1.50 for repairing a 98 cent watch

JEFF GOT THE KIDS O.K. BUT OH BOY!

By BUD FISHER.

AUGUSTUS MUTT, SEE THAT? I'M AFTER DRAFT DODGERS. NOW YOU HUSTLE RIGHT OVER TO THE ENLISTMENT HEADQUARTERS AND EXPLAIN WHY YOU AREN'T IN THE ARMY.



JEFF, I'M IN AN AWFUL PICKLE AND I GOTTA WORK FAST. HERE'S A DOLLAR. YOU SKIRMISH AROUND AND HAVE SIX CHILDREN IN THIS ROOM IN HALF AN HOUR WHEN I OPEN THE DOOR HAVE THEM SAY "PAPA" NOW FOR HEAVEN'S SAKE DON'T FAIL ME



SIR, I'M NOT A DRAFT DODGER. I HAVE BEEN TERRIBLY WRONGED. SIX CHILDREN ARE DEPENDENT ON ME AND SIX MONTHS WOULD CRY FOR FOOD IF I WERE MADE TO SHOULDERS A GUN.



HERE'S WHERE I LIVE. I LEAVE MY CHILDREN IN CHARGE OF A TUTOR WHEN I'M OUT



PAPA!

