

# Mid-Summer Bicycle Week, July 27th To August 3rd

## SATURDAY Only

# \$5.00 For You!

### Your Last Chance



This add cut out and brought in to us, gives you \$5.00 payment on any new bicycle in our store.

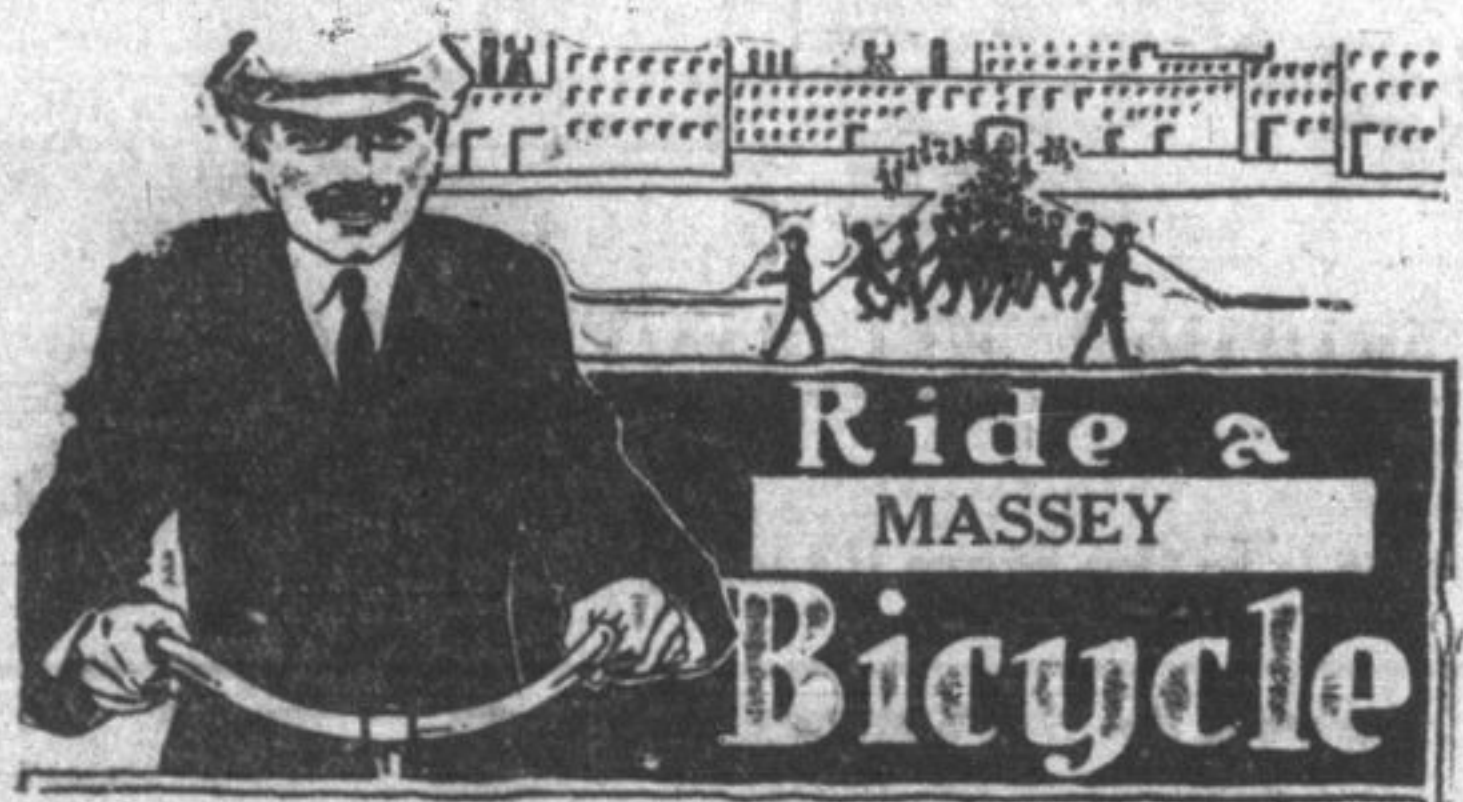
## RIDE A BICYCLE

and Save Money

## Bicycles are Going Up in Price

Since we purchased our stock bicycles have gone up six dollars. Nobody can tell how much more they will go up.

Buy Your Bicycle Now



It's Too Hot To Walk

Twice as easy as walking  
Three times as fast

And it costs too much. You can save the price of a bicycle in one season rather than pay it out in street car fares and shoe leather.

# Get Your Bicycle To-day

Bring in this add and save \$5.00 on any new wheel. \$10.00 cash and \$2.00 per week buys a wheel from us.

## Masseys, Brantfords, Indians

# TREADGOLD'S

## Sporting Goods Company

88 PRINCESS STREET

The Home of the Brunswick.

KINGSTON

### A BICYCLE DRIVE ON.

A Midsummer Bicycle Week, Aug. 3rd to Aug. 10th, has been arranged for by the dealers. The bicycle has come back to stay, and is now looked upon as a necessity by thousands of workers. Some of the most delightful cycling months are just ahead, and the dealers are staging a campaign to sell more wheels for use during the fall months. Their announcements on this page will be read with interest.

### SOME BICYCLE BENEFITS

#### MONEY SAVERS AS WELL AS PLEASURE GIVERS.

The Hundreds of Thousands in Use Are a Testimony to Their Popularity and Usefulness—Buy One Now.

By Nehnum Morr. With each of the many improvements that are being made in bicycles in this age when inventive genius is being utilized to the utmost, the demand for the wheels increases. Especially has this been noticeable during the past few years and old as well as young delight in the ownership of the speedy machines. The time for the lumbering "high-wheeler" has passed and the various improvements in the mechanism have practically revolutionized the bicycle industry. The coaster brake, which permits the bicycle to glide along without the need of pedalling, the cushion seats, which certainly justify their title, and the various devices which allow the bicycle to be controlled with facility have greatly popularized the machines.

As a result of the perfection which has been attained in their manufacture, many factories have sprung up in Canada which are a credit to the industrial organization of the country. The large scale production which has been necessitated by the increased demand has not only enabled the manufacturers to bring the bicycles within the reach of everyone, but it has permitted more careful building. Experts have been engaged in every factory whose business it is to search for faults and seek in every way to rectify them. The result has been that the bicycle as it now exists is a perfect mechanism and the hundreds of thousands that are in use in Canada alone are a testimony to the ability of those manufacturers who with stalwart determination surmounted the difficulties that confronted them and forged to the pinnacle of their present success.

Nor is this success which is attending their efforts likely to be abated as the days go on. The bicycle is coming into more prominent use now than ever before. War time thrift demands that savings be made in as many directions as possible, and persons living in the cities have seen the opportunity to save carfare by using the bicycle. With traction costs mounting ever higher, the fares on the street cars had to be raised, and if the war continues they will climb still higher. Sagacious observers of the trend of events have noted this and have invested in bicycles not only to save money but to provide healthful exercise.

For some years it was considered that bicycles were more or less pleasing toys that could be enjoyed only by girls and boys, but, fortunately, this fallacy has been shown to be false. Persons making such contentions have been disillusioned and the bicycle today is recognized as the cheapest as well as one of the most enjoyable and healthful methods of transportation. For the man of sixty as well as the kiddy of ten the bicycle is a source of unlimited enjoyment. Personally, I know of a family that leaves the house every evening after tea in Kingston and spends the twilight hours in a ramble through the countryside. Father, mother, son and daughter all mount their bicycles, and in a few minutes they are out of sight spinning over the roads.

For picnics the bicycle is unsurpassed, and the journeys to picturesque spots where no train nor automobile has ever intruded are well-remembered events. The pleasures are enhanced by the realization that the outings can be had in privacy without the arrival of scores of other persons in their automobiles. To start out in the early morning with a haversack on one's back containing the food things for the luncheon in company with two or three friends, all spinning merrily along the country roads is an untrammelled joy. And then to reach some secluded spot where a cloth may be spread for the delicious dainties and an hour or two of conversation indulged in, returning in the evening hours, is a day not soon forgotten.

The money-saving as well as the pleasure-giving benefits of the bicycle, accordingly, make it an investment worthy of the consideration of every man, woman and child. One has only to notice the great number of cyclists on the streets of Kingston to recognize that they have realized the advantages from cycling. Lawyers, doctors, civic officials, business men and workmen as well as countless boys and girls are owners of the machines and enthusiastic in recounting their stories of pleasure and health derived from them.

Some consider that the good old summer time is the only period when bicycling may be enjoyed, but the autumn of the year is also Canada's cycling season. Indeed in September and October the atmos-

phere is just right for the pleasure that a bicycle spin gives and the roads are in splendid shape after having been hardened by the summer's traffic. It used to be considered that it was no use buying a bicycle after the Queen's birthday. Later the limit became Dominion Day, but now the bicycle is considered an all year round machine, and in the city streets they can be used for a greater part of every year.

This attitude that has grown up that the bicycle is a machine suitable for any time of the year has done much to extend the sales, and the wise buyer purchases his wheel now in the autumn and keeps it ready for the first mild day of March or April. This year especially the dealers are urging upon the public to buy their machines now for it is believed that the manufacturers will have to raise the price before next spring because of the increasing costs. If this is so, and there is every reason to believe that an announcement will shortly be forthcoming, prospective owners would do well to note the splendid offers that are being made by local dealers on the pages of this issue of the British Whig.

#### A MAN ON

A Bicycle Is Worth Two On Foot.

The pass-word of the year is "Speed Up." Every one of us in these days should as nearly as possible do the work of two.

Workmen can beat the whistle by riding a bicycle and be in better shape to do a good day's work.

Merchants and business men will be in better condition after a brisk ride on a bicycle than after riding in a stuffy street car or reclining in a motor car.

Boys and girls need never be late for school when riding a bicycle and will be ready to get through their studies with less trouble. After school or in vacation it is wonderful how many errands can quickly be done on a bicycle and how much fun can be crowded into the times between.

Ladies will find that a little spin once in a while on a bicycle is not time wasted, since work can be done much easier and quicker after such a refreshing change from household or social duties. For riding to business, making informal calls, etc., there is really nothing to equal a good bicycle.

For delivering small parcels quickly, a carrier on a bicycle has everything else beaten. Service should be given by bicycle delivery if it is economical as well as quick and satisfactory.

Collectors can get around so quickly on a bicycle that no creditor can escape them, unless he too rides a bicycle; even then one can give him a great run.

Doctors, even when they own more than one motor car, find there are times when grabbing a bicycle with one hand and their hat with the other gets them there quicker than any other method.

Ministers are riding bicycles in ever increasing numbers and find that it is just the thing for making a great number of calls, many of them away from a street car line, very quickly and easily, while at the same time obtaining the outdoor exercise which is so necessary to keep one in the best physical and mental condition.

The war has taught us many things. Not the least of these is the value of time-saving and exercise.

Perhaps no one thing has helped more toward both these things than the bicycle.

Never do anything gratis to-day that some one is likely to pay you to do to-morrow.

The lace hat trimmed with fur is like ice cream with hot plum pudding sauce.

## Bicycles!

The Very Best

PERFECT, CLEVELAND and COLUMBIA

Call and See Our Stock

### Geo. MULLER

371-373 King St. Phone 1032w.

## BARGAINS

IN

## CLEVELAND BICYCLES

## H. MILNE

272 Bagot Street Phone 542.

## I Am the Man

TO BRING YOUR

## BICYCLE

TO WHEN IT NEEDS REPAIR

The first time your bike gets out of order bring it to me.

I guarantee my work and the price will be right.

## F. DOWLING

Bicycle Repair Shop 345 KING STREET Next Lion Clothing Store

## Ride a C.C.M. Bicycle

WANTED—Smart Boy with a Bicycle.

How often you have seen this advertisement in your newspaper!

### BOYS, What Does This Mean to YOU?

THERE are thousands of jobs open for Smart Boys with Bicycles, both after school, and regular jobs. The employers all recognize the utility of the Smart Boy with a Bicycle, and are willing to pay him more money than the common boy.

A bicycle makes the common boy Smart—plenty of outdoor exercise, riding through pure, fresh air, carrying messages, delivering small parcels, running errands of every description for big, broad minded business men—this makes him smart.

There never was such a demand for the Smart Boy with a Bicycle as there is right now.

### Get a Bicycle with your Vacation Money

Twice as easy as walking—Three times as fast



"C.C.M." Bicycles are the choice of all Smart Boys. They know that these bicycles will give them better service than the common bicycles.

They are the Smart Bicycles, made to last for years—made to stand hard usage. They cost a little more than the common bicycle, but they're worth a lot more.

The "boss" will recognize your smartness in selecting a "C.C.M." Bicycle. You show him your business judgment, as it is the very bicycle he would select. He knows the value of good bicycles.

Insist on getting a "C.C.M." Bicycle. No other make will give you so good service.



Look for these Nameplates when choosing a Bicycle. All of these well-known lines are "C.C.M." Bicycles.