



INTRODUCTORY

If you work in a city, ride to work and home again on a bicycle! Ride home for a nice, tasty, hot lunch, too. Save 10 cents to 20 cents a day carfare, breathe the fresh outdoor air and get exercise instead of hanging to a car strap after a hard day's work and having to inhale stuffy, impure air from other people's lungs. You will always get to work on time and get home on time. This will please the "bosses" at both ends. You can leave home later and get home earlier. You will have more time in which to enjoy life—and that *daily, regular exercise* will keep you "feeling fit," prevent colds, sickness and doctor bills. On holidays, Saturday afternoons and Sundays, take trips to interesting places or go for long jaunts out in the country. There is no better fun than this—it is educational, healthful, and costs the least of any amusement. Don't stay indoors so much of the time—keep outside more and you'll be happier and your brain will be clearer. You can think better. Worries, the "blues," etc., will vanish. You must be healthy to be happy. A bicycle will give you a store of health—and enable you to face life's battles with strength, courage, confidence and enthusiasm.

If you go to school, ride on a wheel. Read above how much better this is than to take the cars. Ask your "Dad" if he didn't feel better years ago when he rode a bicycle than he has ever felt before or since. After school you can have loads of fun with the other boys and girls going on "rides," racing one another, taking trips to see things that the teacher has talked about in class, etc. In the summer what fun it is to go camping or fishing on your wheel! If you are a Boy Scout, join the Bicycle Troop, and ride a hundred miles with less fatigue than to "hike" ten. When Mother wants you to run an errand, how quickly you can do it and be back again to play. Or if the 'phone is out of order and the store hasn't delivered something by supper time, you can fetch it in a jiffy. Lots of boys and girls make money with their bicycles by doing errands for neighbors—or delivering for stores after school and Saturdays, or building up paper and magazine routes. Besides being of such help to Mother and Father in doing things for them, it's fun to see how quickly you can get there and back. You can really ride "to beat the cars." You can go over to visit friends at their houses and be back for supper—and you never have to ask your carfare.

If you live in a small city or out on a farm, there's no end to the time you'll save, the better times you can have and the places you can go if you own a bicycle. No need to "hitch up" for a quick trip. Just get your wheel and off you go lickety-clip. It's lots more fun pedaling a wheel than



A Country Run in England

having a horse pulling you along. Time flies—so does the distance, on a bicycle. And it costs a whole lot less, too.

For over 25 years we have been making bicycles. In that time we have sold nearly a million of them. Many are still in use after 15

or 20 years of hard usage—and today we are making them better than was possible in those early days. The First National Bank of Chicago, with \$10,000,000 capital and \$10,000,000 surplus, one of the biggest, strongest banks in the world, who have been our bankers for twenty-three years, give us the strongest kind of an endorsement in a letter, a photographed copy of which you will find elsewhere.

Because we manufacture in such large quantity and sell direct to rider, cutting out all dealer's, salesmen's and wholesaler's profits, we can give you the greatest bicycle value on earth for the least possible money. High quality at low cost has been our constant aim for over a quarter of a century. There isn't a man, woman or child in any part of the world who rides one of our wheels, or who buys supplies from us, who isn't a "booster" for Mead Cycle Company. Why? Because everybody gets a square deal.



We guarantee our bicycles longer than any other manufacturer, our warranty extending from 2 years on cheaper models to 5 years on our "Ranger-Superbe." This is the longest guarantee ever given by any responsible maker and you know that we couldn't afford to do it were our bicycles anything but strictly *high grade* through and through. The value of a guarantee depends on the guarantor. We have been making bicycles since the beginning of the industry. We are one of the largest bicycle manufacturers in the world and the *Oldest Exclusive Bicycle House in America.*

We guarantee safe delivery to your nearest railway station anywhere in America or to any Port in the world. We ship immediately and in case of loss or damage in transit, we promptly duplicate your order at *our* expense.

Free insurance against accidents. All "Ranger" bicycles are furthermore insured against accidents for six months. (See insurance policy on page 7.)

All the latest improvements. We are continually studying to improve our bicycles in design, construction, material and equipment—but we never make changes until careful tests prove them to be of real merit.

Buying direct saves many dollars. You pay us ONE SMALL PROFIT. Buy a wheel from a dealer and he makes a profit, the traveling-man must have his salary and expenses paid, the wholesaler must make a profit, the manufacturer must make his profit. Our wheels are frequently \$15.00 to \$20.00 under dealers' prices as a result.

30 days' free trial (and freight prepaid on all "Rangers"). See what a big stock you can select from in buying from us—and *all* your money back and carriage charges both ways paid by us if for any reason you aren't absolutely satisfied. Where do *you* take the slightest risk? See page 64 for time-saving suggestions when ordering.



A Roadside Inn in Switzerland