

*"It's fun*

128

TO KEEP FIT  
ON A BICYCLE"



Souvenir of The Historical Bicycle  
Display at A Century of Progress  
CHICAGO 1934

Trademark of



Cycle Trades of  
America, Inc.



## Historical

The first attempt to provide a means of locomotion by which an individual could propel himself on two wheels, one before the other, occurred in 1816 in Paris, France. In England the strange contrivance took the name of the hobby-horse. The craze for its use then spread to the United States. Over a period of years the popularity of the device waned, but in 1840 a great improvement was made. Kirkpatrick

MacMillan of Scotland added cranks, driving rods and pedals, a saddle and other conveniences. That immediately established the bicycle as a practical means of transportation. Real advance did not take place until 1865 when Pierre Lallement, a workman employed by M. Michaux of Paris, France, invented what ultimately became known as the boneshaker. The feature of this bicycle was its rotary cranks fitted to the axle of the front wheel. As its name implied, riders' bones were subjected to a thorough shaking. Then in 1872 came the ordinary with high front wheel and small rear wheel. Ball bearings were introduced in 1877. About 1885 it gave way to the safety which was the basis of the present type of two-wheeled

## Join the League of American Wheelman

An organization for Men, Women, Boys and Girls to promote the benefits of cycling. Pledged to secure a place to ride; to encourage fraternal interest; to protect and defend the rights of cyclists, and to strive for all possible advantages which add to the joys of cycling.

Your neighborhood bicycle dealer will take your application—or write, Cycle Trades of America, Inc., Bristol, Connecticut.



## Bicycling Hints

Ride the first few miles of the day easily.

Don't start a cycle tour with brand new shoes.

See that your bicycle is properly lubricated.

Oil destroys rubber, therefore keep it off the tires.

See that your coaster brake is always in perfect order.

Keep your tires well inflated; it saves punctures and the bicycle rides easier.

Breathe through the nose; an open mouth develops thirst.

Wear low sport shoes in preference to high shoes; it makes ankle easier.

Ride immediately after a meal. Give the digestive system a chance.

Adjust the saddle so that you will feel comfortably on the lowest point when riding with low heel.

And ladies will partake of the leg should be tightened as the road; and avoid.

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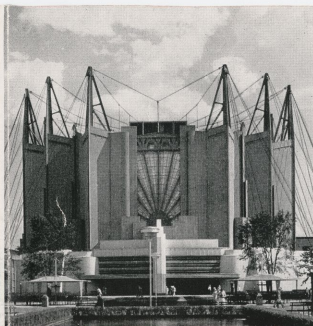


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Do not ride immediately after a heavy meal. Give the digestive organs a chance.

Adjust your saddle so that you can place the heel comfortably on the pedal at its lowest point when in stocking feet or with low heel sport shoes.

Remember—and ladies will particularly note—that the leg should never be quite straightened as the pedal moves downward; and avoid, as you would a sin, the ugly—in the case of ladies—hideous habit of pedalling from the instep; pedal always with the ball of the foot.

Learn to dismount or mount from either side of the bicycle.

Always keep to the right of the road and never ride more than two abreast.

Keep your bicycle clean and neat and always in good condition for instant riding. Your machine will be a credit to you and will run easier and last longer.

And finally—stick to your bicycle and ride it at every opportunity. You will live longer and more joyously, and you will ride away from the doctor.

Emblem of



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Cycle Trades of America, Inc.



## The Bicycle, The Universal Vehicle

The only type of transportation easily within the range of use of child, youth and grown-ups of all ages is the bicycle. Within a few minutes any one can learn to ride a bicycle. It requires no mechanical knowledge and with ordinary care costs hardly anything for upkeep.

Riding a bicycle is not strenuous and contributes much to maintenance of good health. Since it must be ridden out of doors, it has the effect of developing the lungs and chest, and acts as a safeguard against colds, influenza and pneumonia.

The bicycle is intended for pleasure and utility. It encourages good fellowship. Boys and girls, men and women can have much fun making short or long tours.

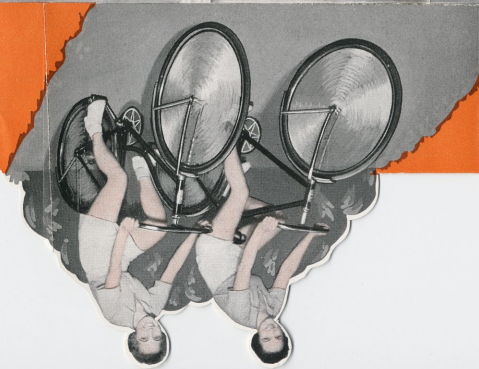
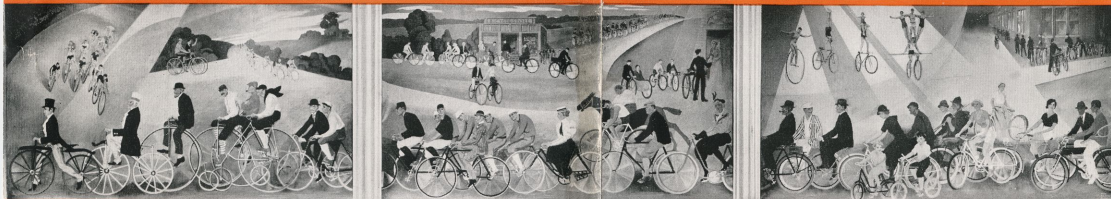
Going to and from work on a bicycle offers a means of economy and at the same time gives much needed daily exercise, especially to those who have indoor occupations.

The bicycle is of value in a commercial way when equipped with front and rear luggage carrier or basket in which articles may be carried for delivery. It is especially well adapted for school children who by means of devices attached to their wheels can easily carry their school belongings back and forth.

Women are riding bicycles in greater number than ever. It gives them the kind of exercise which develops a symmetrical figure and brings to their skin a natural bloom which no cosmetic can equal. Now, thanks to the advance in modern design and manufacture, the girls' and women's models are light, easy running and ever trustworthy. The modern woman rides a bicycle.

### SEE YOUR NEIGHBORHOOD DEALER AND BUY A BICYCLE

Below is reproduced the series of three mural paintings by Ralph Fletcher Seymour, famous human interest artist, shown in striking color effects on the walls of the Historical Display of the Bicycle at A Century of Progress



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