

National Bicycle Week May 4th to May 11th

DAYTON BICYCLES

Are made in the world's largest factory devoted to the manufacture of bicycles and are

Guaranteed 5 YEARS

In Writing by the Makers

Browning Bros. Co.

Factory Distributors for Utah and Idaho
Hudson Avenue Phone 45

REMEMBER WHO IS TO BLAME

(Motorcycling and Bicycling.)
When you lose the sale of a motorcycle now and then because you have not been able to get enough from the factory, remember that the ones to blame are the kaiser and the German government.

When you are paying half again as much for household necessities as you did two or three years ago, have you complained about it, or have you felt that people in this country were to blame for these high prices? If you have, don't do it again, because the only people who are to blame for the prevailing high prices are the men in authority in the German government.

When you have been asked to observe meatless and wheatless meals in your home, have you been tempted to blame Herbert Hoover and the food administration for it? Remember, that the food administration is doing what it is so that the American army and our allies may be fed without causing any real discomfort to those of us at home.

If your brother or your son has been drafted, bear in mind that the kaiser and the German government are to blame—no one else. The United States government, in taking your brother or your boy for army service, is taking him because he is needed to protect your own home!

When you are asked to use less meat or less wheat, don't grumble, but do it gladly and let your friends know that you are doing it gladly, because this saving will help materially to shorten the war and thereby to save many thousands of American lives. The more we can save of the absolute necessities the more it will help not only our American army in France, but our allies as well, who have been fighting our fight for four years with hardly a "thank you" from us.

When your shipments are held up in transit for days or weeks, blame the German government; don't blame the railroads or the transportation companies, for they are doing wonders, considering the handicaps they are working under. Just remember that delays occur because food products, munitions, and important equipment for Uncle Sam's fighters are being moved, the demand for which did not exist two years ago.

We must sacrifice a great deal more before this war is over than we have sacrificed during the short year the United States has been in the war. We ought to be glad to make these little sacrifices for they are trifling indeed compared to the sacrifices our boys are making who are actually fighting our fight.

Remember, we are still at home



"ALLIES"

Convenience,
Economy,
Health

IN war or in peace you must have allies. When you ride a bicycle you sign a treaty for permanent, personal prosperity with these three staunch and tried allies—Convenience, Economy, Health.

Without a convenient mode of transportation you lose time; without true economy you waste money; without health you are yourself lost.

Check yourself up. If you depend upon street cars to go a few miles a day you are wasting time, which is money. If you walk, you are wasting energy and time. If you do not exercise your muscles and expand your lungs, you will waste away and be an old man at forty. Figure it out for yourself and the answer is, you should

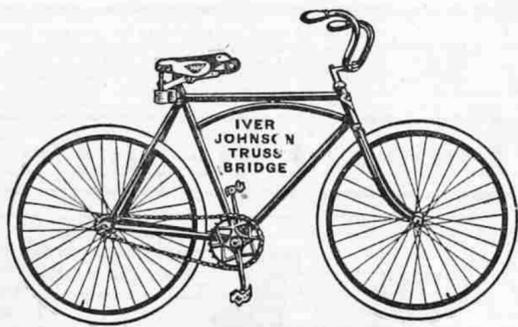
Ride a Bicycle

The new wheels are here. Future shipments are uncertain. Dealers are ready and anxious to sell you.

This is National Bicycle Week



Bike Time Is Here



The Invincible Iver Johnson

Ever notice how many more of your friends are riding IVER JOHNSONS this season?

Same thing is happening everywhere. The list of IVER JOHNSON owners is being added to each day for several good reasons.

There is a war-time demand for bicycles by all classes of people of all ages and those who are careful to get the most for their money realize that to get the maximum service, comfort and good looks they must have an

IVER JOHNSON

"The bicycle that has no equal—not even a rival."

Get YOURSELF AND THE BOYS an "IVER" and learn what satisfaction a real "honest to gosh" bicycle can give.

Call and see our display of Bicycles



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For a Good Bicycle or Electric Washing Machine

Call On

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PIERCE BICYCLES AND ACCESSORIES

2576 Washington Avenue

Ogden, Utah

with our families, enjoying all the comforts of home, getting three square meals each day, and getting a good night's sleep in a good bed each night; and that our lives are in no more danger than before the war.

Let's resolve now to help the food administration conserve, so far as possible, those necessities which it has asked us to conserve, and to do it gladly.

Let's resolve not to grumble or complain when shipments are held up or when we are put to other inconveniences, because of the fact that more important things are being shipped. Let's not complain when we are obliged to pay more for food and clothes and other necessities than we have ever paid before.

When we feel like blaming anyone for this war, let's put the blame where it belongs—on the shoulders of the kaiser and the autocratic German government, for they, and they alone, are responsible.

As this war goes on we will all be called upon to make more and more sacrifices, so let's start in now by digging down into our pockets and putting every last dollar we can spare, over and above what it actually costs us for reasonable living expenses, into bonds of the third Liberty loan.

The quicker this loan is subscribed for, and the larger the over-subscription is, the sooner the war will be over, for not only will a large over-subscription have its influence on the men in control of the German government, but the quicker the Liberty loan work is completed in this country the sooner the men working on the third Liberty loan can put their time to even more important war work than this.

—oo—
Read the Classified Ads.
Read the Classified Ads.

RIDE A BICYCLE AND CUT THE HIGH COST OF LIVING

The Bicycle is the most economical method of transportation. It saves shoe leather; it saves delivery charges on your packages. It makes you healthy and increases your energy.

If you have an old bicycle bring it to us and we will make it like new. We do all kinds of bicycle repairing, as well as handle rebuilt bicycles, good as new, at half the new price.

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H. B. STRATTON, Manager

2408 Grant

Phone 442-W

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THE BICYCLE is the only means of transportation which ALWAYS SERVES and ALWAYS SAVES. DON'T BE A SLACKER Buy a CLEVELAND or READING STANDARD BICYCLE

THE H. C. HANSEN CO.

2468 Hudson Ave.

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- 2—IVER JOHNSON
- 3—THE DE LUXE

Bike Supplies, Sport Goods, Kodaks, Etc. Call and See Them.

C. E. Armstrong & Co.

306 25th Street.

Phone 1123-W.