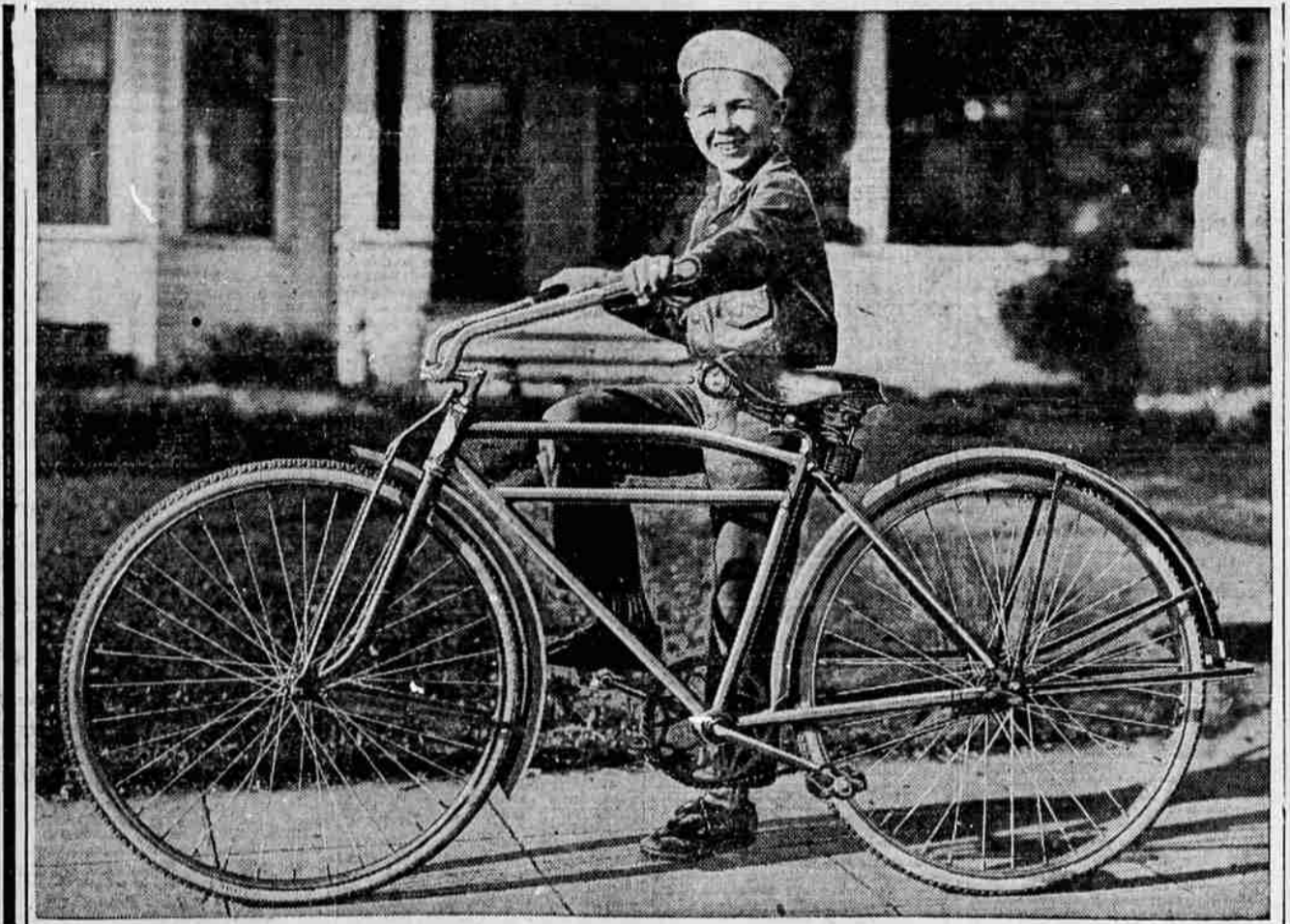


# BOYS! GO OUT TO WIN

Any  
Boy or Girl

In Lane County  
Can Earn  
A "Bike" Like  
This—



It's Easy

Earn A Real  
Heavy Service  
Bicycle—One  
Of The Very Best  
Made

"Tiny" Mounting a Hendershott's Heavy Service Bicycle

## EARN A REAL HEAVY SERVICE BICYCLE

You Can Do It In Your Spare Time

### Every Boy—Every Girl

This message is for YOU. The GUARD has made it possible for you to earn by your own efforts, a real heavy Service Bicycle—one of the very best made.

### A Real "Bike"

Here is the kind of Bicycle we mean—Just see for yourself. Read below. Hendershott's Heavy Service Bicycle has the following equipment:

**THE FRAME**—Is especially reinforced to give the greatest possible strength without excessive weight. The graceful curve in the top bar eliminates kinks and short bends, and gives the rider a low riding position similar to that found on a motorcycle. The front fork is reinforced by double truss rods reaching from the front wheel axle to the steering head, braced at the fork crown. Finished in a striking and distinctive color combination of navy blue and gold striping.

**FINISH**—All enameled parts are first filed and buffed to perfect smoothness, then chemically treated to remove every trace of grease—after which they are coated with anti-rust solution which eliminates possibility of rust forming under the enamel, thereby causing chipping and consequent destruction of the finish. After this preparation, the frame is given several coats of enamel, each coat thoroughly baked on and hand rubbed, giving a brilliant and lasting finish.

**MUD GUARDS**—Made from cold rolled steel; drop side motorcycle type, so designed as to insure maximum stiffness at minimum weight; rear guard has spring clip for fastening the quick action MOTOR CYCLE STAND; also RUBY REFLECTOR.

Large Full Grain Leather Saddle—Flexible seat spring—Ruby Reflector rust proof—Morrow Coaster Brake—Pitch Roller Chain—Quick Action motorcycle stand—Improved hanger easily removed—Pedals of Motorcycle design with all rubber tread—Leag rubber handle grips—Cross bar Handle Bars—Double truss forks—U. S. Chain Tread Tires—Dayton Rust Proof nickle plated rims on wheels—Heavy Spokes.

You will find it an easy way to earn a Bike. All you have to do is to secure 35 four months subscriptions to The GUARD—And you will have the Bicycle. You will have a limited time in which to secure

your 35 orders but time enough and to spare if you will begin on your Bicycle Campaign at once. The GUARD will be proud to see you earn a bicycle that will be your very own. If you live in Eugene just come down to The Guard office and see the circulation manager. He will tell you everything you wish to know. But, first you must read the instructions carefully. Here they are:

### Read These Instructions Carefully:

#### HOW TO GET BICYCLE

- All subscriptions must be turned in on order blanks obtained at Guard office.
- All subscriptions must be new. A new subscriber is one who has not been a regular subscriber for the past 30 days. When a party at the same address stops The Guard and another party of the same name or different name subscribes, it is not a new subscriber.
- Be sure to get the correct name and address on every new order. When possible secure telephone number. This will expedite verifying of orders.
- Do not hold your orders. Send them in as quickly as possible after you get them, so papers can be started to subscribers.
- Subscribers MUST personally sign subscription blanks.
- All subscriptions will be verified by a representative of The Guard before credit is allowed.
- Do not collect any money where the paper is to be delivered by our agent or carrier.
- Where the paper is to be delivered by mail, the four months' subscription to the amount of \$1.50 must be collected in advance. No orders out of Oregon accepted.
- When The Guard has received a total of thirty-five (35) new four months' subscriptions from any one boy or girl (with exception of Guard Carriers and Agents) a new "Hendershott's Heavy Service Bicycle" will be given.
- The Guard reserves the right to accept or reject any subscription for due cause.

See the "bike" on display at Hendershott's or in The Guard office

IF YOU LIVE OUT OF TOWN YOU MUST USE THIS COUPON:

#### APPLICATION TO ENTER FREE BIKE CLUB

The Eugene Guard,  
Eugene, Oregon.

Gentlemen:

I wish to earn a bicycle. Please send me order blanks and instructions on how to get a bicycle free.

Name \_\_\_\_\_

Address \_\_\_\_\_ Tel. \_\_\_\_\_

Town \_\_\_\_\_

Note: Boys or girls living in Eugene must call at Guard office for order blanks and instructions.

Now!  
Let's  
GO!

# THE GUARD

Lane County's Greatest HOME Newspaper  
1041 Willamette St.