

ESTABLISHED JUNE 19, 1871.

OMAHA, SUNDAY MORNING, FEBRUARY 28, 1897—TWENTY-FOUR PAGES.

SINGLE COPY FIVE CENTS.

Omaha's Trans-Mississippi Cycle Show.

MANY STEEL STEEDS

Third Annual Cycle Show Ready to Open Its Doors.

SUCCESS OF THE UNDERTAKING ASSURED

Exhibition Made by the Omaha Cycle Board of Trade.

ARRANGEMENTS COMPLETE IN ALL DETAILS

Scores of Fads that Catch the Wheelmen Are in Evidence.

HOT RACING FOR THOSE WHO ENJOY SPORT

Wonderful Collection of the Articles that Go to Make Up the Outfit of Those Who Ride the Silent Steeds.

What is already assured as being the greatest and most interesting exhibition of bicycles and bicycle accessories ever held west of the Mississippi river, and what will undoubtedly prove to be the equal of any cycle show ever held in the United States, excepting in point of magnitude, will open tomorrow evening at 8 o'clock in the Kirschbaum block, Fifteenth and Howard streets, and will continue throughout the remainder of the week. Everything of interest to cyclists and to cycle dealers, ranging from a spoke binder weighing not more than a fifth part of an ounce to an immense septuplet, will be on exhibition. It will be difficult, if not impossible, to find any mechanical contrivance that will figure in the cycle world during the coming season that will not be on exhibition.

The exhibition will be the third annual cycle show held in this city, but it will so far outstrip its predecessors in every respect that by many it will be considered as the first great exhibition of cycles and cycle accessories ever made in Nebraska. For several months past the members of the Omaha Cycle Board of Trade have been industriously engaged in planning for the show and its success, and that they have brought their plans to perfection will be demonstrated when the doors are opened tomorrow evening. All the local dealers, racers and members of the various cycle clubs besides many outside devotees of the sport, have given their hearty support to the affair, but to G. W. Johnston, George Mickie and J. J. Deright, the members of the exhibition committee, the credit for the success of the affair will especially be due.

The object possible to add to the comfort and entertainment of visitors has been thought of and planned by the committee in charge. The Seventh Ward band will be engaged for the entire week, and will give a concert on the second floor each evening. Bandmaster Green says that his musicians will be in full force, and will play popular airs, which will be presented at the cycle show for the first time in this city. The matter of serving refreshments has been placed in the hands of D. J. O'Brien, and those who know the chief concern of the manager of the exhibition of American wheelmen know that he makes a success of everything that he undertakes. On the first floor there will be a room separated from the main floor by a glass partition, and within will be served soft water, confectionery and sandwiches of various kinds. On the third floor will be a well appointed dining saloon, where a regular dinner, or any part of it, from the consomme to the ice cream, may be procured. The visitors will find two broad and spacious stairways at their service, and they may use the one in the front or the one in the rear, whichever will be moving from one floor to another. The entire building will be heated by steam, and if anyone complains of the cold the committee promises to make it warm for him.

Probably the most important of all the attractions will be the six-day race that will take place during the exhibition on the third floor. Five prominent racers have entered the race, and one or two more entries are anticipated before the opening evening rolls around. The lengths of these racers will be sixteen, each twelve being set aside for sellers, so that the work of the old-time criminals who were sentenced to the treadmill. The race will take place on a platform that will be elevated five feet above the floor, so that the spectators may see the feet of the riders. The race will be started by Mr. Elmer Williams-Pixley promptly at 8:30 o'clock tomorrow evening, and it will continue for one hour each evening of the show, from 8:30 until 9:30 o'clock.

ENTERED FOR THE RACE.

Those who have so far entered for the race are: H. L. Holton, Lester E. Bolton, Mat Heintzman, A. E. Proulx and C. R. Hall. All are well known in Omaha as fast riders, and some great records are consequently expected. Proulx was the amateur champion of the three years, and is the winner of many races since then. Lester Holton also has quite a reputation as a fast rider, and none of the others are slow. Attached to each wheel will be two cyclometers. In case any accident should happen to one cyclometer, the other will register the distance, and the record will be taken.

The race will be for fifteen feet, and the blocks will be separated by commodious aisle seats six feet in width.

The great majority of these exhibition horses will be brought by local dealers, though a large number of foreign dealers will also be represented. As an evidence of the hearty co-operation of all the bicycle dealers in Omaha for the success of the show and their eager desire to make the exhibition a success, the dealers of bicycles, or any other kind of cycle that can be purchased in Omaha during the season of 1897 will be on exhibition. There will be somewhat over 500 wheels altogether for the spectators to observe and inspect according to their degree of interest in cycling matters. The displays of manufacturers of cycle tires and sundries will be equally unlimited. Every bicycle tire of any intelligence and willing attendant nearby to tell of the exhibits and manufacturers will be present. The manufacturers take this occasion to show their 1897 models and submit on the improvements in their respective wheels, not only to the thousands of riders, who are always looking for the best pointer regarding wheels, but to the bicycle dealers of the eastern cities and the western cities and adjacent states. A considerable number of the latter class have already signified their intention of attending the cycle show, and the wholesale dealers have been coaching their best salesmen for weeks in order to compete in the early days.

The railroads belonging to the Western Passenger Association, which means all western railroads, have agreed on a reduced rate of one and one-third regular fare for the round trip from all points within 200 miles of Omaha during the cycle show. This arrangement provides that the desirous of attending the show will pay full fare to Omaha and one-third of the regular rate on their homeward journey.

The cycle show will not alone consist of



the display of numberless wheels and bicycle sundries; there will be other things to see and hear. Some special features have been arranged and these are bound to prove real attractions. The decorations in themselves will form an attraction. Electricity will be relied on to give the proper effects in lighting, and if all the wire that has been placed in the building could be gathered together it would be strong enough to stand on end. The electric lights will be strung out on the street, it would reach several miles. Of arc lights of the largest size and most powerful effect there will be a score, and of the incandescent lamps there will be more than a dozen times that number scattered throughout the building. There will not be a nook or corner on any of the three floors that will be dark enough for an amorous tête-à-tête; there will not be a section of the building that will be dimly lighted. Everything will be bright and clear. The light from the several hundred electric lights will be intensified by many bicycle lamps and will be reflected by the bright colors of the Ak-Sar-Ben that will be about. The nations of colors will be seen in almost pristine beauty, the red, green and yellow of the famous organization of Omaha's commercial and professional men will prevail in all the decorations. There will be clusters of lights of variegated colors, and clinging to the decorations of the show itself will be the individual decorations of the exhibitors. Some of these will be quite elaborate. All the signs of the various exhibitors will be placed in the back part of the booths, the committee in charge having ruled that no signs will be allowed in the front part of the booths.

FOR THE COMFORT OF VISITORS.

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being better known about town as the D. J. trick rider." His rival, however, is in motion at trick riding and the competition for first honors promises to be close and exciting.

Nothing will be more attractive to the bicycle riders and dealers than the exhibition of improved wheels and wheel sundries. There are few more who are anxious to search for improvements and those who are now looking for the improvements in the manufacture of bicycles that will be in vogue during the coming season will not be disappointed in the Omaha cycle show. It is to be thought that the wheel of last year had reached the acme of structural perfection and that it would be a difficult matter to improve them. Judging from what the manufacturers say regarding this year's models they will be equally superior in many respects than those of 1896.

IMPROVEMENTS OF THE AGE.

A particularly noticeable feature of this year's bicycle is that unsightly bolts and nuts at the handle bar and seat post clusters have been largely done away with. Treadles will be narrower, and the hubs larger and larger. The rear wheel will be much larger. A number of makers have provided sufficient fork-side clearance for large tires. Some of them

comfort. Nearly every maker asserts that he possesses the only saddle built on hydraulic principles, and the show will be a hard saddle, soft saddle, saddle of anatomical construction, bifurcated and padded. In short, every kind of saddle will be displayed.

As to cyclometers, various kinds of unique measuring instruments will be displayed. If there was such a thing as an anthropological study in bicyclists, one will see hard saddle, soft saddle, saddle of anatomical construction, bifurcated and padded. In short, every kind of saddle will be displayed.

In the matter of tires it looks as if makers have bowed to the desire of the public, and have constructed their tires with an idea of greater durability this year. Tires will be heavier. Some manufacturers will retain the smooth tread tire, but many of them will present tires with a roughened running surface. Various methods producing these effects have been resorted to. Some tires will be of a technically called serrated others will be corrugated, honeycomb or pebbled, and one manufacturer will display a pneumatic which will re-

turn over to the Thurston Rife Wheel club and the Omaha Turner Wheel club, and it is expected that between the soldiers and the German cyclists merriment will reign supreme.

The Omaha Wheel club will capture the show on Tuesday evening and that organization expects to draw the record attendance from any one club is concerned.

The Omaha Guards Wheel club and the Union Pacific Wheel club will divide the Union Pacific portion of Friday night between them and it is predicted that these two clubs will together swell the attendance to the highest figures of the week.

On Saturday night there will be a grand wheel and the wheelmen and the Omaha Bluffs who can attend and the cycle show of 1897 will wind up in a great blaze of glory and general jollification.

POSTER FAD IN EVIDENCE.

There is just one other feature that should be mentioned in an introductory story, and that is the poster display.

A poster that has come to stay and spread over the earth as rapidly as the cycling craze is the poster mania. It is, therefore, eminently fitting, as the poster form of publicity has

ever, said that this list would be added to very materially by late comers, who are sure to be on hand when the doors are thrown open:

FIRST FLOOR.

Spaces 1, 2 and 3 will be occupied by the Western Electrical Supply company with samples of these two celebrated wheels. The Whitehead Wheel and Gun Co., 115 South 15th St., will exhibit the champion bicycle which has rolled the champion, Mr. Johnson, to fame. It is a beautiful wheel, strong, light and graceful. The "Canton" is jobbed at a price low enough to admit retailing it at \$75. The "97" model is to be sold at \$75, which makes the "97" a good wheel.

The Nebraska Cycle company will show in 4, 5 and 6.

Spaces 7 and 8 will be occupied by the Omaha Bicycle company with a nice display.

J. J. Deright & Co., in spaces 9 and 10, will show the World, Napoleon and Canton bicycles.

Parlin, Orendorff & Martin company, the wholesalers, will exhibit in spaces 11 and 12.

Spaces 13, 14 and 15 are occupied by Deere, Wells & Co.

Led & Co. have No. 26.

Louis Fleischer exhibits in space 27.

F. M. Russell & Co. make a beautiful display in 28.

SECOND FLOOR.

No. 1 is occupied by a wholesale house.

No. 2 by the New Belting and Packing company.

A. J. Grover takes space 4.

D. Bradley & Co. have spaces 7 and 8.

Western Cyclist and Nebraska division, League of American Wheelmen, fill up No. 9.

The Kearney Cycle company requires spaces 21 and 22 to exhibit its magnified display.

The High Art Bicycle company occupies No. 11, 12 and 13.

H. Hardy & Co. will show in spaces 13 and 18.

The Townsend Wheel and Gun company occupies Nos. 14 and 17.

Nos. 15 and 16 belong to B. F. Goodrich company.

SNAP SHOTS AT THE EXHIBITS.

Some of the Wheel and Wheel Men Represented.

Henry R. Wykert, an Omaha man, is the maker of the Wykert combination pneumatic cycle tire. It is light, has a continuous chain and is the most popular tire.

John F. Powers, formerly of Powers, Co., here also is the America, the truss frame wheel made famous by 502 pound Bay Blues, who demonstrated the strength of the America. The Omaha sells league tires, and repairs punctures free. Express is saved by replacing the old tires with new at this house. Cycle show spaces 1 and 3.

This is the third year the Omaha Bicycle Co., at 16th and Chicago streets, have handled the Perless wheel, and it proves to be one of the latest and best wheels made.

Whitehead and Johnson made the Trimpole.

Here also is the America, the truss frame wheel made famous by 502 pound Bay Blues, who demonstrated the strength of the America. The Omaha sells league tires, and repairs punctures free. Express is saved by replacing the old tires with new at this house. Cycle show spaces 1 and 3.

Spending money without a true knowledge of its material value is sinful. Better pay a reasonable price for something known to be good rather than to pay a high price for something you think but don't know—may possibly be better. That is what is meant when you pay \$10 for a bicycle when you can get the Rambler for \$80, the world's best. It has been tried and has stood the test for metropolis. Rambler, 499 1/2 15th St., will be at the Cycle show, space 28.

In 1893 George E. Mickel manager of the Nebraska Cycle Co., 15th & Harvey, began selling bicycles, and the first for Gondron Wheel Co., of Toledo, Ohio, and immediately took his place as one of the leading bicycle salesmen. The following year he placed twenty-five of the Gondron wheels at retail in this city. February, 1895, he organized the Nebraska Cycle Co., which for many years became one of the leading concerns in the local bicycle trade and has maintained its position until the present time, having sold last year 550 wheels. They are now located at the corner of 15th & Harvey Sts., and have the largest stock in town, carrying the largest and most complete line of wheels west of Chicago. In connection with the store they have a large repair shop and rental depot.

The Gondron, made by the Gondron Wheel Co. of Toledo, Ohio, and the Eldridge, made by the National Sewing Machine Co., of Belleville, Ill., are their high grade wheels for 97.

Through the efforts of Mr. Mickel there are now 1,200 of these bicycles in use in the city of Omaha alone, and no doubt the number will increase as they gain in popularity.

The Reliance and Belvedere, made by the same concern, are their medium grade wheels and they are the best on the market. They are also selling a cheap business wheel for \$35.00.

A full line of 97 wheels and tandem racing wheels. The Nebraska Cycle Co. occupy spaces 4, 5 and 6 at the Cycle show.

The Hardy Cycle Co., H. Hardy & Co., the proprietors at 1325 Farnam street, are agents for the Barker White Flyer, the Imperial and Falcon. Although the Falcon is greatly improved this year, the price has been reduced to \$75.00. The Imperial, also well known in this section as a \$100.00 wheel, now is \$75.00.

The Canton has all the quality, style and finish of other high graders, yet models 50 and 51 sell for \$75.

Every wheel sold by this house is fully guaranteed from any imperfections in either

H. H. VanBrunt of Council Bluffs will exhibit the new model from his wholesale stock in the person of the high grade Hamilton, the Kenwood, the \$75 Wellington, and the \$60 "90s." It's a quartet of beauties.

The Kearney Cycle company, who make their official announcement on page 5, will show their wheels in spaces 19, 21 and 22 on the second floor.

Ployd McCall, the Kearney people's salesman, will ride the National to fame this year. That is the name of his good model. McCall doesn't ride anything unless it's par excellence, the best.

At the show will be seen "Happy Van," one of the most popular wheelmen of the west, who will be assisted by Ployd McCall in showing the beauties of the wheels for which the Kearney Cycle company is the representative.

James Morton & Sons content