

NATIONAL BICYCLE WEEK May 1st to 8th

GIRLS RIDING BICYCLES AS AID TO BEAUTY

Twin-Wheeled Vehicle Becoming Very Popular Again, According to Omaha Dealer.

What with the high cost of street car fares, shoe leather and one thing and another, bicycles are again coming into their own, Omaha dealers say. This in spite of Douglas county hills and newspaper reports that bricklayers, plumbers and other artisans were using taxicabs to come and go from work.

Bicycles of ancient vintage are being dragged from innocuous desuetude, overhauled and once more launched in the streets in the effort to whip the high cost of living. Young ladies threaten to take them up and out as a fad and as a cheap and simple means of locomotion and of promoting health and graceful curves. The return of the bicycle is evidenced in increasing sales.

Sales On Increase.

"We find bicycle sales rapidly increasing," says Victor H. Roos, the local Harley-Davidson distributor.

"In the heyday of the bicycle—some 15 years ago—it was considered a common thing to pay as much as \$150 for a bicycle far inferior to those which now sell for about a fourth of that price. The time is fast returning when people, both young and old, will return to the bicycle as the most exhilarating sport and the best means of beating the H. C. L."

Old Machine to Fix.

A bicycle of the vintage of '76 was received by Mr. Roos for repair the other day. The owner explained that he had bought it many years ago for \$150 at what was then considered even a low price.

"I realized then," said Mr. Roos, "that bicycles have not advanced in price as much as I had thought they had."

Divorces Improve Morals

In Opinion of Clergyman

Bridgeport, Conn., May 1.—Divorce cases tend to a higher standard of morals and there is really no need to look with horror on their increasing number, according to Rev. Arnold Keller of New Haven, who read a paper on divorce at the final session of the Connecticut conference of Lutheran churches here.

"Thousands of people are living together in an unhappy state of marriage," he said. "They have withdrawn their love for one another, and because the highest motive of living together—that is, love—has thus been withdrawn they are living in actual adultery."

NATIONAL BICYCLE WEEK

May 1st. to 8th.



Have you ever thought what a Bicycle can mean to you—

In riding for pleasure? It is one of the most healthful forms of exercise. Ride a Bicycle to work and save time and money. A Bicycle is the best present of all. Women find cycling the most pleasant way to keep healthy, happy, and strong.

Now's the time

to see your dealer's new stock of latest models. May 1st to 8th is National Bicycle Week. Buy now and get a full season's use.

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Supplies and Repairs at Right Prices

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Every Week Should Be Bicycle Week

Every bicycle should be a good bicycle. A good bicycle will lower the cost of living.

See the INDIAN, HUDSON and DE LUXE Bicycles at Our Store Before You Choose Your Mount

Omaha Bicycle Co.

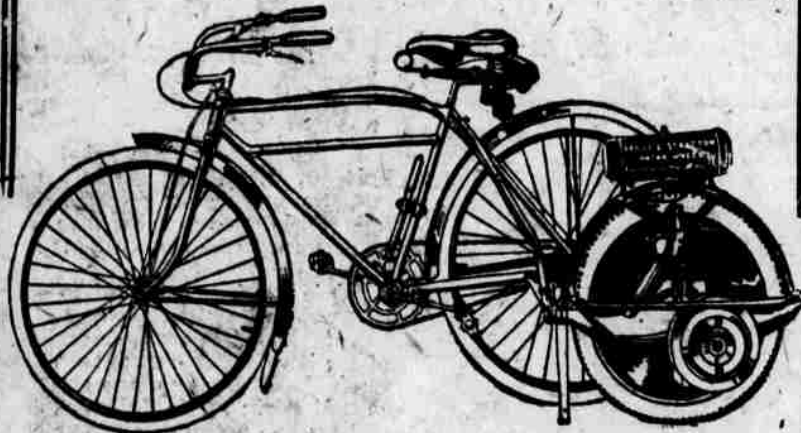
SAM, THE INDIAN MAN, Prop.

Retailers of Good Bicycles.

16th and Chicago Streets

"Same Place Your Daddy Bought His Bike"

Briggs-Stratton Motor-Wheel, 2 H. P. \$100



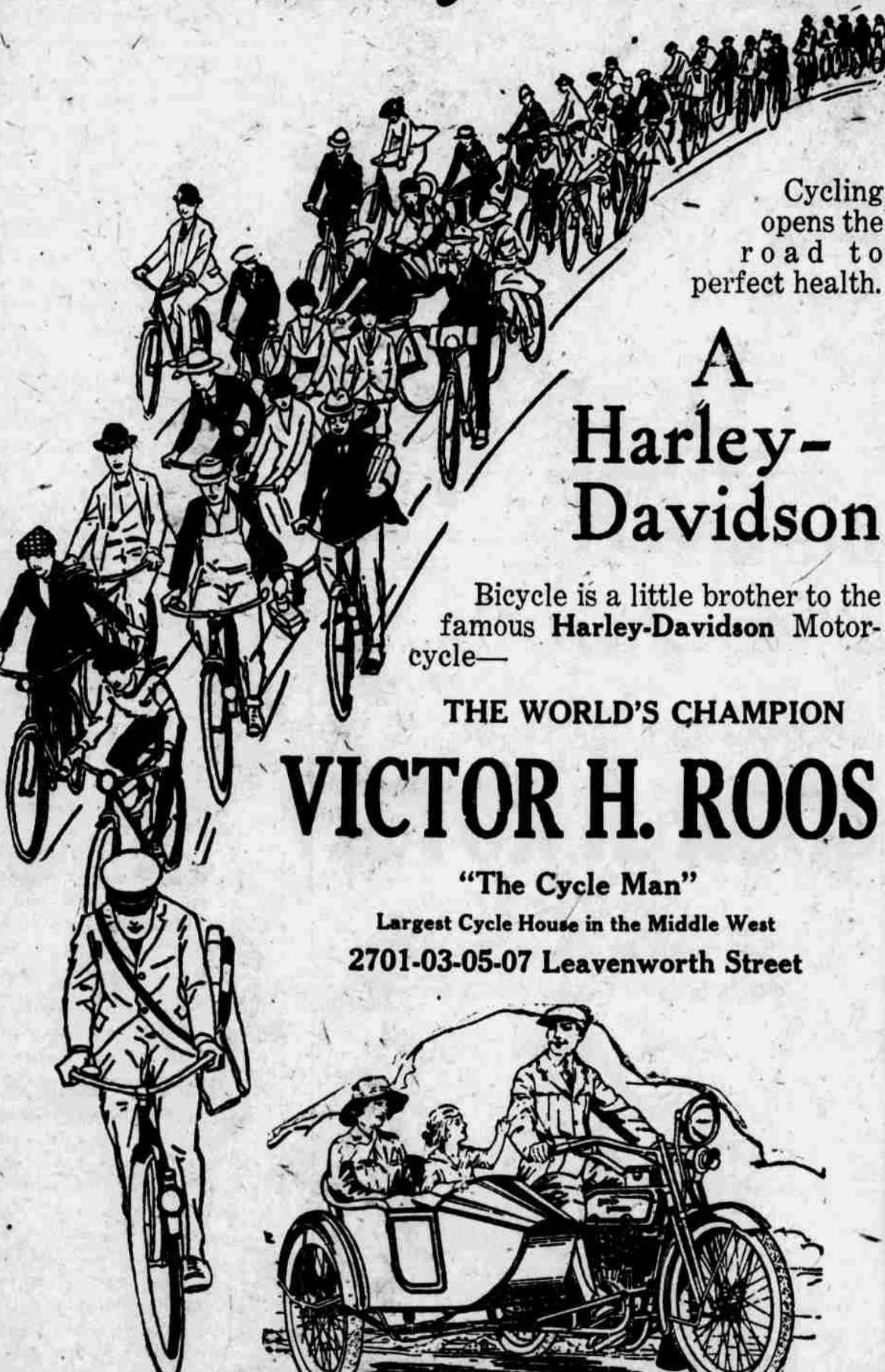
Watch for the Announcement of the Opening of the Largest Cycle Store in Omaha

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BLACK BEAUTY BICYCLES and ACE MOTORCYCLES

Haverford Cycle Co.

Be Sure It's a..... Harley-Davidson



Cycling opens the road to perfect health.

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Bicycle is a little brother to the famous Harley-Davidson Motorcycle—

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The Leading Bicycle Store of Omaha

Invites You to Select Your Bicycle From Its Most Complete Stock

We feature

Columbia and Excelsior Bicycles

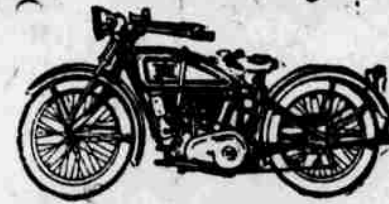
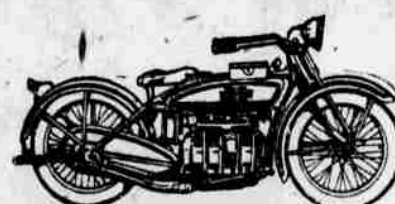
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EXCELSIOR—Made by the manufacturers of the famous Excelsior motorcycle. The most popular bicycle sold in Omaha.

SOME POINTERS ON SELECTING YOUR BICYCLE

1. We specialize on quality bicycles. Every wheel we sell is fully guaranteed.
2. Our prices are the most reasonable of any cycle store in the middle west. We can save you money on your bicycle or bicycle supplies.
3. We are centrally located on Sixteenth, near Jones street. This assures you of ease in selecting your bicycle and prompt service after you get it.

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