

Call and see us at:

132 LOWER RICHMOND ROAD,
PUTNEY

69 HIGHBURY PARK, Highbury

W. F. HOLDSWORTH

FOR MODERN CYCLIST'S NEEDS

121 Lennard Road
BECKENHAM

MAH/ME

KENT

THE BADGE OF QUALITY



Telephone: SYDenham 5187-8

February 1950

Dear Fellow Cyclist,

You are on my list of personal customers so I have much pleasure in sending you a copy of 'Aids to Happy Cycling' for 1950. I am sure that you will find it interesting.

My trained postal staff is ready to serve you and I shall always be pleased to deal with any special enquiry. A simple order form is at the foot of this letter for your immediate requirements.

After 25 years my address has changed but "Holdsworth, Beckenham, Kent" will always find me.

Looking forward to hearing from you shortly and during the season.

Yours very truly,
W.F. Holdsworth

.....
To: W.F.Holdsworth,
Beckenham, Kent.

date: 1950

Please send to:

.....
the following goods :

Remittance enclosed: £ s. d. Name (block letters please)

.....
"WORTHY" CYCLES AND TANDEMS

THE HOUSE OF HOLDSWORTH

SUPPLIES ALL CYCLISTS' NEEDS

Call and see us at
138/140 BECKENHAM ROAD
BECKENHAM.
132 LOWER RICHMOND ROAD
PUTNEY.

69 HIGHBURY PARK, HIGHBURY.
We shall be pleased to meet you.

Phone: SYDenham 7714

LJS/MB

Please reply to:-

W. F. ('Sandy')

HOLDSWORTH

138-140 BECKENHAM Rd.,
BECKENHAM, KENT.

Dear Fellow Cyclist,

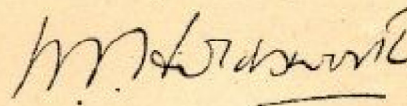
"Aids to Happy Cycling" - 1951 Edition

Your copy gives you full details of all the good things that will help you to enjoy our wonderful pastime of cycling to the full. Whether you are a tourist, racing man, potterer or business rider I can supply your needs.

There are a number of new items listed this year. One of them is the 'Quelda' cape - a first class plastic product, cut on ample lines - see page 3. Another new line is the 'Vitesse' shoe - see page 25. Details of these, and many other new lines are shown in the enclosed booklet.

An order form is at the foot of this letter. You have written to me at least once, perhaps many times, in the past three years and I do want to hear from you again.

Yours in sport,



To: W.F. Holdsworth,
Beckenham, Kent.

Date:1951

Please send
.....
.....
.....
to.
..... Remittance enclosed

PLEASE USE BLOCK LETTERS