

# W. F. HOLDSWORTH'S

## CYCLES AND FRAMES

AN ILLUSTRATED AND DESCRIPTIVE  
LEAFLET OF THESE FAMOUS MACHINES

SEASON

1949



To be the owner of a "Holdsworth" hall marks you as a discriminating cyclist. I regret that owing to present conditions I can only supply a proportion of the prospective riders of "Holdsworths."

**"The House of HOLDSWORTH"**  
**121, LENNARD ROAD, BECKENHAM, KENT**

Saleshops and Showrooms :

132, Lower Richmond Road,  
PUTNEY, LONDON, S.W.15.

69, Highbury Park,  
Highbury, London, N.W.9

Agents throughout the British Isles.



## "LA QUELDA,"—The Super Frame

For the Connoisseur—For YOU.

Welded Frames are fast regaining their popularity and without question the finest of them all is the "La Quelda"—the thoroughbred.

"W. F. Holdsworth's" have specialised in building welded frames for 12 years and the benefit of that experience goes into every "La Quelda." When buying your new frame just compare the workmanship, the fittings and the finish with any other. All doubts in your mind will vanish—unquestionably "La Quelda" is the answer to your problem.

### SPECIFICATION

Materials and dimensions are fully detailed on the opposite page. The frame is carefully handbuilt by craftsmen using the best method known—low temperature bronze welding.

The result is a frame which is beautifully balanced and streamlined, and on which the weight is kept to a minimum. As regards strength it is equally as strong as a brazed lug frame—what more can be said? In the event of an accident, the weld will not give way—like a lugged frame, it is always the tube that goes first.

### CASH PRICE

**£12-10-0**

With "Allez" Chainset **£14-17-6**

Also available as a Track Frame, Angles and dimensions as  
"CYCLONE" Track Frame **£13-0-0**

**SPECIFICATION** of Materials and Fittings for "LA QUELDA" and "CYCLONE" Frames.

**MAIN TRIANGLE**

Reynolds double-buttet "531" steel alloy tubing to top tube, down tube and head tube. Single buttet "531" to seat tube. Tube ends machine mitred for perfect fit.

**SEAT STAYS**

$\frac{1}{2}$ " dia. fine taper "531" tubing with curved mudguard bridge. "Holdsworth's" own long solid spearpoint top eyes machined and lightened, and securely brazed high up the seat cluster.

**CHAINSTAYS**

$\frac{3}{8}$ " dia. tapered round-oval-round in "531" tubing, giving strength and adequate tyre clearance. Rear drop-outs are Stallard standard F.D.O. or Osgear pattern or Chater Lea.

**FRONT FORKS**

Heavily buttet "531" steering column and "531" taper gauge oval fork blades with  $2\frac{3}{8}$ " Continental rake tapering to fine dia. at ends. "Holdsworth's" own special genuine 2-plate oval crown machined from highest quality mild steel. Stallard solid drop-out fork ends.

**ATTACHMENTS**

Brazed on lamp-bracket boss on right fork blade; cable stops under top tube allowing rear brake cable to run bared; and pump pegs for 15" pump on down tube (18" if ordered). Continental type guard eyes incorporated in front and rear drop-outs, tapped to take mudguard securing bolts, or English pattern guard eyes brazed on fork blades and seat stays. (Any brazed on attachment may be omitted if desired.)

**SIZES**

Usual sizes are 22" and 23". (20", 21" and 24" to order.) Head Angle  $73^\circ$  and seat tube angle  $71^\circ$ . Top Tube approx.  $22\frac{1}{2}$ ". Wheelbase  $41\frac{1}{2}$ ". Length of chainstays (i.e., drive)  $17\frac{1}{2}$ ". Bracket height  $10\frac{1}{2}$ " with 26" wheels. Frame is built to give bare mudguard clearance when 27" wheels are used and full clearance with 26" wheels.

**FITTINGS**

The best quality on the market, including "Lytaloy" Continental type head fittings with serrated washer and locking nut for fine adjustment and  $\frac{5}{32}$ " dia. bearings top and bottom. Bracket fittings are genuine Bayliss-Wiley or Brampton plated. Also fitted are an alloy seat pillar with "Allez" polished seat pillar clamp; Reynolds, Constrictor or Chater Lea adjustable lamp bracket.

**FINISH**

Superb finishes in almost any colour glass-hard enamel, or lustres in gold, copper, bronze, silver, mauve, maroon and light or dark green, blue or grey. Continental double lining and contrasting coloured band around seat tube. Spearpoints on top eyes lined in contrast. Complete set of transfers including Olympic 5-colour chevrons on seat tube.







## THE "CYCLONE" FRAME

(Road or Track Model)

Craftsman built and brazed using best British Lugs, cut in "Holdsworth's" own style or Continental lugs all carefully filed and lightened.

**ROAD SPECIFICATION** As on previous page.

**TRACK SPECIFICATION** As on previous page but with no brazed on attachments and with the following alterations:

**REAR DROP-OUTS** "Holdsworth's" own pattern hand made from  $\frac{5}{32}$ " thick plate so that they cannot distort under the heaviest wear. Streamlined in shape they give a full 2" of adjustment.

**FRONT FORKS** Heavily butted "531" steering column and "531" taper gauge  $\frac{7}{8}$ " dia. round fork blades with  $1\frac{1}{4}$ " offset. Rake either gradual or semi-Continental. Genuine two plate round crown machined from highest quality mild steel. Stallard or Chater-Lea solid drop-out fork ends.

**SIZES** Usual sizes are 22" and 23". (20", 21" and 24" to order.) Head and seat tubes are  $73^\circ$  parallel. Top Tube approx. 23". Wheelbase  $40\frac{1}{4}$ ". Drive 17". Bracket height  $11\frac{1}{4}$ " with 27" wheels. Frame is built to give bare clearance with large section 27" tubulars.

**CASH PRICE**

**£13-10-0**

With "Allez" Chainset, **£15-17-6**





## The "CYCLONE-DE-LUXE" FRAME

(Road or Track Model)

**The apex of the frame builders' art—it will be your pride and joy.** The outstanding feature of the "Cyclone-de-luxe" is the lugwork. Highest quality British lugs are used with extra long and extra fancy spearpoint cut-out which is completely exclusive to "Holdsworth's." The crown is "Holdsworth's" genuine two plate oval with a finely cut diamond pattern on the top plate. The finish, too, is really top-class. In addition to that specified on page 3, the "Cyclone-de-luxe" has a chrome plated crown, head tube in same colour as seat tube band and all lugs are picked out in contrast in order to emphasize their fine workmanship.

The detail on the right shows to perfection the head of the "Cyclone-de-luxe," including the lug cut-out with its contrasting lining and the chrome plated "diamond" top crown.



"CYCLONE-DE-LUXE"  
ROAD FRAME

(Specification as on page 3)

or

"CYCLONE-DE-LUXE"  
TRACK FRAME

(Specification as on pages 3 and 4.)

**£15-15-0**

With "Allez"  
Chainset  
**£18-2-6**









## "LA QUELDA" SPECIAL CLUB

<b>FRAME</b>	Exactly as "La Quelda" frame specification, and fitted with chrome plated Williams C.34 chainwheel set, 3-arm fitting.
<b>WHEELS</b>	26" x 1 1/4" chrome plated Endrick rims built on Holdsworth's own "Allez" double sided alloy hubs, with best quality spokes. Wheels fitted with Dunlop "Sprite" tyres and tubes. Two fixed cogs and locking rings, and wing-nuts.
<b>CHAIN PEDALS</b>	Perry roller, 1/2" x 1/8". Phillips "Apollo" double sided racing pedals, chrome.
<b>GUARDS</b>	Bluemels alloy "Airweight" or "Continental," or "Lytaloy."
<b>BRAKE</b>	Front hiduminium G.B. with hooded lever, and silver or coloured cable.
<b>SADDLE</b>	Mansfield leather 38.N. racing saddle.
<b>BARS</b>	Reynolds R.R.56 hiduminium bars, Pelissier, 1 1/8" dia. Fitted with Shockstops No. 53 sleeves in colour.
<b>STEM</b>	G.B. hiduminium stem with either 1 3/4" or 2 1/4" extension, expander fitting.
<b>PUMP</b>	Bluemels "Airmaster" in alloy, or "Brittaniaalloy."
<b>CASH PRICE</b>	(including £5-5-10 P. Tax) <b>£27-0-0</b>
<b>"CYCLONE"</b>	Special Club (including £5-10-8 P. Tax) <b>£28-4-10</b>
(As "La Quelda" Club but with "Cyclone" Frame.)	
<b>"CYCLONE-DE-LUXE"</b>	Special Club ... <b>£31-0-8</b>
(including £6-1-6 P. Tax)	
(As "La Quelda" Club, but with "Cyclone-de-Luxe" Frame.)	





## "LA QUELDA" FLYER

**FRAME** Exactly as "La Quelda" frame specification. Crown heavily chrome plated in addition. "Allez" super alloy chain-wheel set,  $6\frac{1}{2}$ " cranks, 46T, 47T or 48T, 3-arm fixing.

**WHEELS** Chrome plated Dunlop High Pressure rims built on Holdsworth's own "Allez" alloy hubs, double-sided for gear with D/B spokes. Dunlop skin-sided H.P. tyres and tubes. G.B. alloy lever-type wing nuts. One fixed cog and lock ring fitted.

**CHAIN** Reynolds best—the "Elite,"  $\frac{1}{2}$ "  $\times$   $\frac{1}{8}$ " roller.

**PEDALS** Holdsworth's well-known "Allez" in alloy, quill pattern. Solid die-cast frame: steel spindle:  $\frac{5}{32}$ " dia. balls throughout.

**GUARDS** Bluemels alloy 'Airweight' or 'Continental' or 'Lyataloy.'

**BRAKES** Pair of genuine Italian "Bulla" brakes or G.B. alloy. Cables in colour to suit the frame and neatly held together with a "le Dido" twin cable clamp.

**SADDLE** Brooks B.17.N, Champion. The finest saddle made.

**BARs** Reynolds R.R.56 hiduminium bars,  $\frac{13}{16}$ " dia., Pelissier pattern, fitted with Shockstops No. 53 sleeves in colour.

**STEM** Holdsworth's special hand-made steel stem, expander pattern. Long spearpoint cut-out, and finished in all chrome or in heavy chrome plate with bright red enamel between lugs.

**PUMP** Bluemels "Airmaster" or "Tour-de-France" (18" to order). "Brittania alloy" 15" polished alloy (18" to order).

**CASH PRICE** (including £6-12-3 P. Tax)

**£33-15-8**

"CYCLONE" FLYER (including £6-17-1 P. Tax)

**£35-0-6**

(As "La Quelda" Flyer, but with "Cyclone" Frame.)

"CYCLONE-DE-LUXE" FLYER (including £7-7-11 P. Tax)

**£37-16-4**

(As "La Quelda" Flyer, but with "Cyclone-de-Luxe" Frame.)







## Extras which may be Specified

(Purchase Tax, which is payable where the extras apply to a complete cycle, is shown in brackets.)

£ s. d. s. d.

Brazing on set of gear control cable stops and/or guides to down tube, bottom bracket and chain stay. (Including control lever boss or cut down control lever clip, if supplied) .. .. . 2 6 ( 7)

As above. Also making and brazing on special Osgear lugs under bottom bracket for tension arm, and brazing eye to chainstay for striking fork .. .. . 10 0 ( 2 5)

Chater Lea chrome plated bottom bracket interiors. (Available on "La Quelda" models only) .. .. . 10 0 ( 2 5)

"Ruby Red," "Helyett Green" or "Brilliant Blue" flamboyants. (All on silver lustre base) .. .. . 10 0 ( 2 5)

Checkered band on seat tube, any two enamels. (In place of ordinary one colour band) .. .. . 5 0 ( 1 2)

Full Continental style panelling throughout. From .. .. . 1 0 0 ( 4 10)

Enamelling all head, in contrasting colour, including approx. 2" of top and down tubes, finishing in spearpoints. ("La Quelda" frames only) .. .. . 10 0 ( 2 5)

Enamelling head tubes only in contrasting colour. ("Cyclone" frames only) .. .. . 7 6 ( 1 10)

Lining edges of all lugs in contrasting colour. ("Cyclone" frames only) .. .. . 12 6 ( 3 0)

### Chrome Plating:—

Front fork crown. (Where not standard) .. .. . 6 3 ( 1 6)

Front fork ends .. .. . 6 3 ( 1 6)

Rear seat and chainstay ends .. .. . 12 6 ( 3 0)

Rear seat and chainstays, up as far as bridges 1 5 0 ( 6 0)

All head. (On "La Quelda" frames head is steel welded to take chrome) .. .. . 1 7 6 ( 6 8)

Frame and forks all over. Instead of finish as specified. "La Quelda" .. .. . 4 15 0 (23 0)

ditto. "Cyclone" .. .. . 4 5 0 (20 6)

ditto. "Cyclone-de-Luxe" .. .. . 3 15 0 (18 2)