



*The Bicycle*

NOVEMBER 10, 1954

tel. 300, has been enhanced by the

bits of the appropriate length.

Foundry-lane, Birmingham, 40.  
STAND No. 141

### ***The Wright Saddle Co., Ltd.***

THE Wright Saddle Company is again featuring a range of saddles for bicycles, which embraces all the varying needs and tastes of the British and overseas cycling communities.

Many of the models displayed reflect preferences which have emerged from time to time, and have retained their popularity during the 50-odd years of the company's activities.

Others, catering for more recent developments in cycling affairs, typify the makers' policy of new designs for new needs, rather than attempts to modify existing patterns, the Feather-bed model 505 bicycle saddle being an interesting example in this category.

Current overseas trends towards colour in bicycle equipment find expression in the spring-seat saddle and tourist bag ranges, which are offered in tan, green, maroon and blue, as well as in the more traditional black finishes.

Dale Road, Birmingham, 29.  
STAND No. 22