

# RALEIGH INDUSTRIES LIMITED NOTTINGHAM

CONTROLLING

THE RALEIGH CYCLE CO. LTD.  
RUDGE-WHITWORTH LIMITED. THE ROBIN HOOD CYCLE CO. LTD.  
HUMBER LTD. (CYCLE DEPT.) THE GAZELLE CYCLE CO. LTD.  
TRIUMPH CYCLE COMPANY LTD. STURMEY-ARCHER GEARS LTD.  
RALEIGH INDUSTRIES (GRADUAL PAYMENTS) LTD.

JEH/BM

March 22nd, 1956.

Dear Sir(s),

## HEARTS ... HEALTH ... BICYCLES

There is an old saying, 'an apple a day keeps the doctor away'. Doctor Paul Dudley White has brought this into line with modern thought by stating that a bicycle is the heart of good health and - without any axe to grind - that it keeps his patients away.

The thanks of the Bicycle Industry are due to the first-class reporting of this vital news item by the British Press, both Nationals and Provincials, and we are particularly indebted to "The Daily Express" for allowing us to reproduce their front page story in poster fashion - a copy is enclosed.

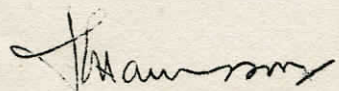
Never in our long history have we of the Bicycle Industry had more telling propaganda placed in our hands - it is a publicity scoop of the first magnitude. At last - eminent doctors are helping us to help ourselves at a time when sales are in need of a stimulant.

Sell the idea to all and sundry - put up the Posters - put up the Sales - spread Health to the Trade and Health to Everybody.

### Stop Press.

In case you did not see Alan Taylor's Column in Wednesday's "Daily Herald" - here is an extract.

Yours sincerely,



J.E. HARRISSON.

.....  
HOME SALES DIRECTOR.  
RALEIGH INDUSTRIES LIMITED.

### LONDON

"RALEIGH HOUSE", GREAT WEST ROAD, BRENTFORD, MIDDLESEX. TELEPHONE: EALING 6721  
3 SHEPHERD'S PLACE, UPPER BROOK STREET, W. I. TELEPHONE: MAYFAIR 1261

DIRECTORS: SIR HAROLD BOWDEN BT, G.B.E. GEORGE H. B. WILSON, C.B.E., M.C., A.F.C., J.R. A. E. SIMPSON L. C. CLARKSON, M.B.E., M.I. PROD. E. L. HARTWELL E. E. BAKER, O.B.E.

DIRECTOR & SECRETARY: B. L. C. DODSWORTH, M.C., M.A. REGISTRAR & ASST. SECRETARY: S. C. HEARN, F.C.I.S



'I SAY WHAT I PLEASE'

A L A N T A Y L O R

and this week he says

BAN CARS - AND GO BY BIKE

I haven't much faith in the advice of doctors. And still less in the advice of Americans. But here is a great wonder - a man who is both a doctor and an American speaking words of wisdom.

He is Dr. Paul Dudley White, medical adviser to President Eisenhower. And where does he find the royal road to health? ON A BICYCLE. He says: "A bike ride a day keeps the doctor away".

These words go straight to my heart - a very fit heart, by the way, thanks to my constant bicycling. Everyone would be healthier and happier if they bicycled ten miles a day or walked five.

What's more, it is the answer to all our traffic problems.

We should ban motor-cars in all built-up areas and leave everyone to get about (far more quickly) on a bicycle. We could make cycle tracks everywhere for a fraction of what these appalling motor-roads are going to cost.

I admit that bicycling is not such fun in cold and wet weather. But now spring is here. What about making a start by banning motor-cars for the six summer months?

Reprinted from "The Daily Herald"  
Wednesday March 21st. 1956.



DID YOU SEE WHAT

# IKE'S DOCTOR

said in the

“EXPRESS”?

IKE'S DOCTOR WRITES  
A PRESCRIPTION . . .

**Just try  
a bicycle  
ride once  
a day**

**Express Staff Reporter**

**HOW** to be healthy and live long enough to become Darbys and Joans—get a bicycle.

The advice came from Dr. Paul Dudley White, the man who got President Eisenhower through his heart attack.

“A bike ride a day keeps me away”, he told the Americans yesterday.

He wants to make America as bike-conscious “as the English”.

At 70 he likes to cycle with his son along the highways of Britain, when he is on holiday.

He cycles every day he can. At 70, he is as fit as a fiddle. Saturday he was in New York, yesterday he was in the Dominican Republic, today he will be back in New York.

Tuesday he will fly to Japan.

“If only . . .”  
“If only Americans would cycle like the English . . .” he told a big week-end meeting of heart specialists “line our arterial roads with little cycle lanes like the English; turn out in droves like the English, we would have better hearts and a better life. I’ve done my best to bring it about.”

“I’d like to put everybody on bicycles, not once in a while but regularly, as a routine. That’s a good way of preventing heart disease.”

Over-eating and under-exercising, Dr. White is convinced, have caused the increase in some forms of heart trouble. He is urging the mayors of Chicago, Baltimore, San Francisco, New York, and Richmond (Virginia), to build “citizens’ cycling paths”. Of course, he does not claim that exercise and diet alone prevent heart disease. But, he says, they help a good deal.

**Simple, too**

One of Britain’s famous heart specialists had this to say yesterday about Dr. White’s advice: “It is really a question of greater activity.”

“If you lead a more active life, it is thought, the blood is less likely to clot. This would include any form of exercise. Cycling is a fairly simple form of it.”

A Harley-street doctor said: “In cycling, you work most of the muscles you use in walking and several others as well”.

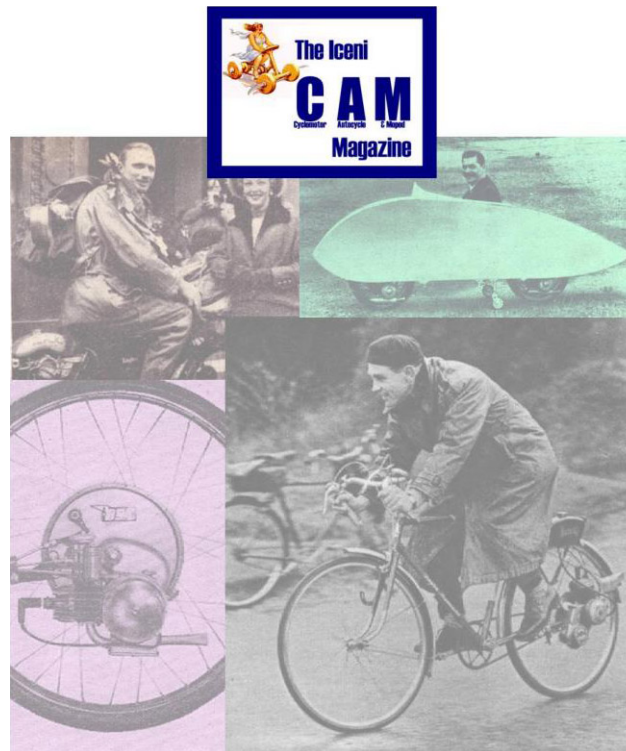
Reproduced by kind permission of the  
“DAILY EXPRESS” and published by

**RALEIGH INDUSTRIES LIMITED, NOTTINGHAM**

**IN THE INTEREST OF THE NATION'S HEALTH**



# IceniCAM On-Line Library



[www.icenicam.org.uk](http://www.icenicam.org.uk)