

# REVS

THE ROYAL ENFIELD MAGAZINE

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NUMBER 1

SUMMER ISSUE

1946



REOC - Not For Sale

At present paper shortage limits the number of copies of this magazine. Everything possible has been done to see that distribution is fairly arranged, but in spite of efforts which have been made "REVS" may reach you indirectly. If, therefore, you read this magazine at second hand and would like to receive copies of the future numbers will you please send a request to the Publicity Department, The Enfield Cycle Co., Ltd., Redditch



## A MESSAGE

from

MAJOR F.W.  
SMITH J.P.  
T.D. M.I.A.E.

CHAIRMAN AND  
MANAGING DIRECTOR

While Royal Enfield bicycles were first manufactured in the year 1892, the Enfield Cycle Company was formed fifty years ago in the year 1896. It was an offshoot of the Townsend Needle Company and first manufactured bicycles in a part of the Townsend works at Hunt End. It later absorbed the whole works, which were in the next ten years trebled in size. From those days, until the present time, the Company has continued to progress, but there is no chronological record of its achievements, neither is there any account of the men responsible for building up the organisation. This would have been most interesting reading to all present-day members of the Company.

In starting the publication of this magazine, therefore, it is hoped to establish a permanent record of the activities of the Company and those prominent in its organisation.

With this end in view, there will be included in future publications interviews with and opinions of members of all departments of our organisation and of our prominent dealers. In this manner it is hoped to build up a common interest among all those who are in any way related to the manufacture and distribution of products bearing the time-honoured name of "ROYAL ENFIELD."

T. W. Smith



## SOME OF OUR WARTIME ACCOMPLISHMENTS

The Enfield Cycle Co., so long engaged in making machines for enjoyable mobility

during peacetime years, responded promptly and whole heartedly to the country's stirring call for immediate industrial "action stations."



The required immensity of the war effort was realized here, perhaps before other and larger concerns had grasped an understanding of the tremendous endeavour which would be demanded of them. Within the shortest time possible after hostilities had commenced, this concern was concentrating the whole of its resources in a drive for victory which lasted unremittingly for six long years.



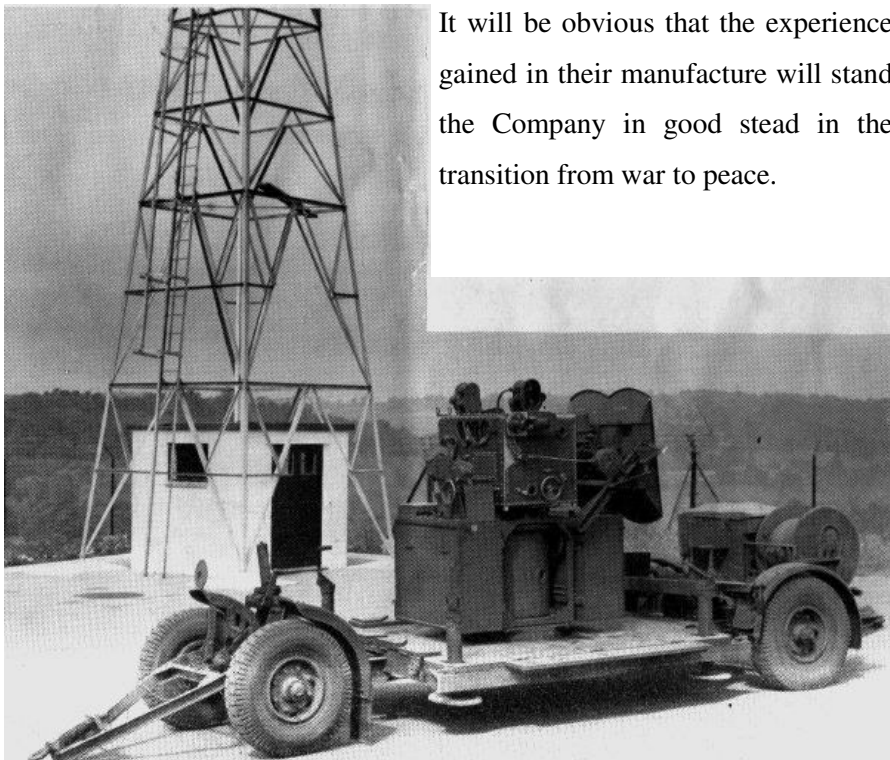
An artist's rendering of the way in which our light – weight motor cycles were landed by parachute with Airborne Division on “D” Day and an actual photograph of men taken mounted on these small machines shortly after landing in Normandy is shown on the opposite page. Below is shown a No. 7 Predictor for use with 6 Pounder

Guns and incorporating the use of Radar for range – finding. These Predictors were made at our No. 2 Factory at Westwood.

In future numbers it is hoped to illustrate further Enfield war – time accomplishments.

On the next page is given a brief list of the specialised machines and instruments manufactured by the Enfield Company during the war.

It will be obvious that the experience gained in their manufacture will stand the Company in good stead in the transition from war to peace.



A LIST OF  
THE ENFIELD CYCLE COMPANY'S  
WARTIME PRODUCTIONS

Predictors for use with Bofors and other Anti-aircraft Guns.  
Oil motors for operating Bofors Guns, Ship's Stabilisers,  
Search – light Control, for Fuse-setting, etc.

Diesel-engined 5.6 K.V.A. Generator Sets for Wireless  
Transmitting and Receiving Stations.  
Petrol-driven generator Sets ranging from 80 watts to 3,000 watts.  
Electrically-driven Generator Sets for testing Aeroplane  
and Radar Equipment.

Gyroscopic Sights for Oerlikon and other Guns.  
Resetter Boxes for Gun Sights.  
Anti-vibration Mountings for Gun Sights.  
Armour-piercing shot for 40 m.m. Anti-tank Guns.  
Petrol-driven Pump Units for operating the Gun Turrets of Tanks.

Straight-line Cams for use in precision instruments.  
Self-synchronising Equipment for 40 m.m. Guns.  
Lag-compensating and Self-sectoring Equipment for Gun Sights.  
Tubular Crates for enclosing Motor Cycles  
to be dropped by parachute.

In addition to tens of thousands of Royal Enfield Bicycles and  
Motor Cycles for the Navy, Army, Air Force  
and Civil Defence Services.

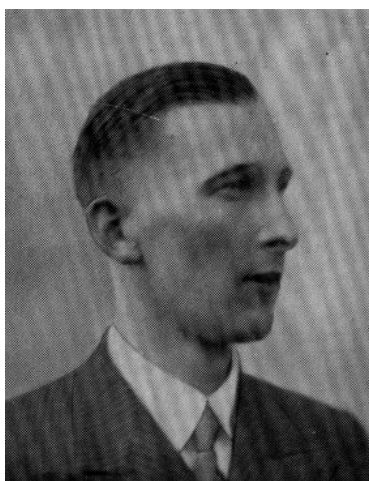
## THE ENFIELD HONOURS LIST



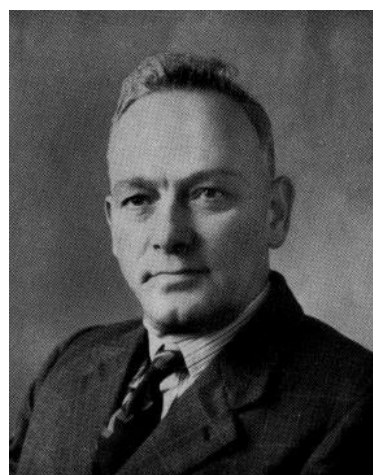
Mr. H.T. Guise, M.I.A.E.,  
Works Manager.  
Awarded the M.B.E.



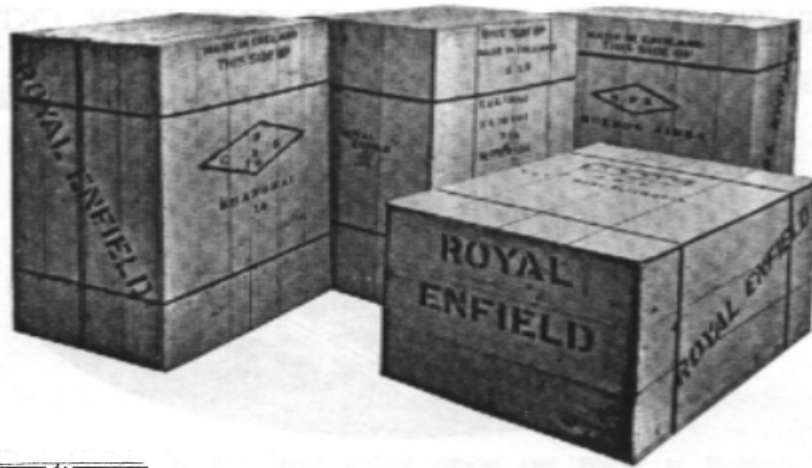
Mr. V.L. Young,  
Manager, No. 2 Factory.  
Awarded the M.B.E.



Mr. A.H. Robinson,  
Chief Inspector, No. 2 Factory.  
Awarded the B.E.M.



Mr. M.W. Caine,  
Foreman, Oil Unit Machine Shop,  
No. 1 Factory.  
Awarded the B.E.M.



## EXPORT

The importance of the nation-wide export drive has been far too

widely publicised to need repetition in these pages. Everything depends upon an exceptional increase in the amount of products exported and Enfield export executives are busier today than at any previous time in the history of the firm.

The export outlook has in fact, never appeared more bright with promise than it does at this moment. Temporary setbacks such as lack of shipping may continue to hinder the efforts made by the

British manufacturers for some little time, but hindrances of this kind will be overcome with all possible speed.

Never has opportunity knocked so loudly at the Enfield door! Even before the War had ended orders and enquiries were arriving from abroad and these have continued to flow in with increasing frequency ever since. In the Nordic countries and wherever German state-subsidised machines made competition impossible, there is a widely felt shortage of bicycles and motorcycles. This firm is doing its utmost to supply at least a part of this vast



demand and already Royal Enfield machines – particularly the Lightweight Model R.E. – are enjoying well-deserved popularity. Daily, messages reach us from all parts of the world. Old and new friends write or cable from China, Iceland, Australia and from nearly every country on the earth's surface. Already dealers from abroad – men who appreciate the finer points of craftsmanship and engineering manufacture as applied to Royal Enfield productions – have been greatly impressed by the Royal Enfield

models shown to them.

To cope with all this terrific demand, Enfield supplies have been carefully allocated on a quota basis. The many packing cases (see illustration) which leave the Redditch works at regular intervals bearing such marks as “NAIROBI” via “MOMBASA” and “SECUNDERABAD” via “BOMBAY” not only stir the imagination, but are unquestionable evidence of the far-reaching nature of Enfield's Export Activities.

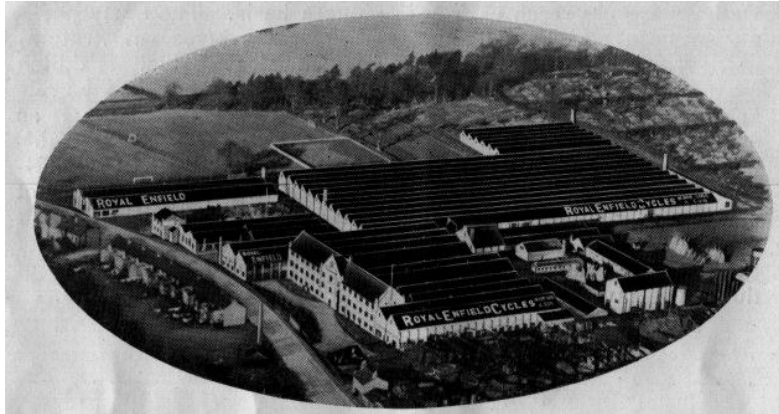
### A PICTURE OF HAVANA

This photograph sent by the Royal Enfield Dealer in Havana, Cuba, shows a Royal Enfield Model R.E. standing beside an imposing statue which dominates the Havana skyline.

Two works of art each symbolising advancement stand side by side!



## DO YOU FULLY REALISE THE EXTENT OF THE ENFIELD ORGANISATION?



No. 1 Factory. The Head Enfield Offices and Works at Redditch, comprising large modern buildings covering 25 acres - the chief centre for the production of Royal Enfield motor cycle and bicycles and during wartime of armour-piercing shot, oil motors, diesel engines, generator sets etc.

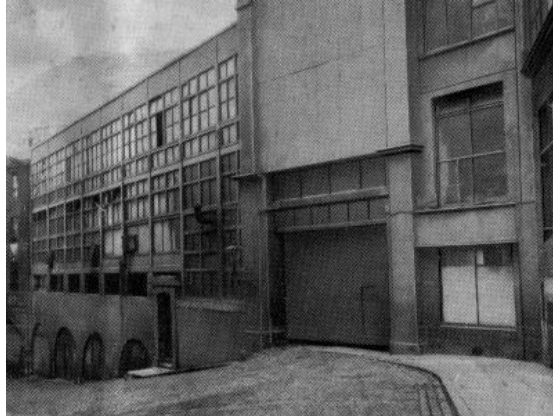
These pictures, and the brief facts relating to each, will give readers some idea of the extent of the Enfield organisation. For obvious reasons, work will again be centralised towards No. 1 factory and some of the premises illustrated will become unnecessary: these pages, however, form a pleasing record of the extent of the concern at the conclusion of hostilities.



No. 2 Factory.  
Situating 90 feet BELOW  
THE GROUND at  
Westwood, Wiltshire—  
laid out primarily for the  
production of predictors  
and other ancillary  
equipment.

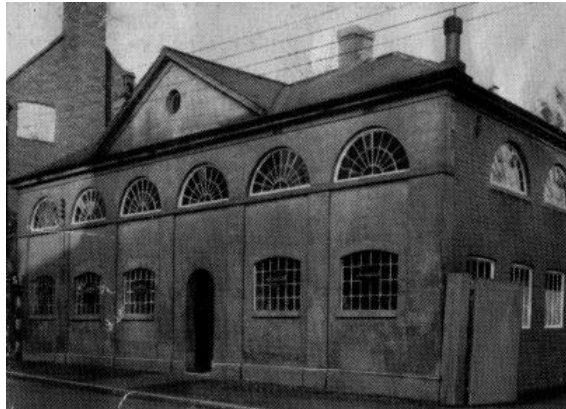
No. 3 Factory,  
Edinburgh.

This factory was equipped for the production of cycle frames and motor cycle forks, also tubular crates for dropping Royal Enfield Airborne motor cycles by parachute.



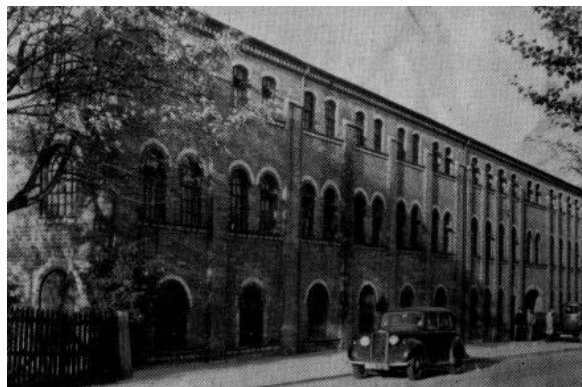
No. 4 Factory.

At Feckenham, a few miles from Redditch. Once a needle factory, taken over by us because space was available and labour was at hand for the production of numerous small component parts.



No. 5 Factory.

“just around the corner” from the main works. Before the war fishing tackle was produced here. Enfield had bigger fish to fry! Here again the space available was devoted to important machining operations.





### **Presentation to Mr. DYER on his retirement**

Mr. Albert Dyer retired from his position as head buyer on March 31st, having served the Company for 50 years. The following week a dinner party was held at the invitation of Major Smith to celebrate the occasion, to which were invited the colleagues of Mr. Dyer who had been associated with him for many years. Major Smith presented Mr. Dyer with a suitably inscribed gold watch and wished him every happiness in his retirement. In proposing Mr. Dyer's health, he referred to the fact that the total years of service with the company of the fifteen gentlemen present was 604 years. Mr. C. F. Bladon (Mr. Dyer's successor) supported the toast and spoke of the high esteem in which Mr. Dyer was held by everyone in the trade with whom he had been in contact for so long a period.

### **HOME GUARD**

The second re-union dinner of the Enfield Works Home Guard was held at the Talbot Hotel, Redditch. Major F. W. Smith, J.P. presided and supported by Colonel A. E. Scothern, Major E. A. Grace, Major V. T. Mountford, Captain A. W. Moss, Lieuts. G. H. Smith, S. H. Smith, O. Wythes, H. Mole, G. Fairgrieves, Mr. C. F. Bladon and Mr. E. Spiers. Colonel Scothern proposed the toast of the 9th (Worcester) Bn. and in particular the Enfield Works Company. He expressed pleasure to be once again among the members of the Enfield Works Home Guard. He outlined difficulties in the early stages and told how they were eventually overcome. The Enfield Home Guard became, in his opinion, one of the finest Home Guard Companies to be found anywhere. Major Grace first responded to the toast, then the Chairman thanked Colonel Scothern.



and Major Grace for their references to the Enfield Works Company. He thought they deserved the compliments. The work of the members had been done willingly. There were 164 members in the Company including ladies, whom he complimented very highly on the work they had done. These figures had been gradually reduced by members joining the Forces. The training, discipline and knowledge of the Home Guard had stood them well when they joined up. The Enfield Works Home Guard had in more ways than one done a great work. It had brought a sense of comradeship between the men and the officers and created a better feeling in the Works.

Major Mountford spoke of the close co-operation of the Home Guard with the Regular Forces. At this stage of the proceedings Lieut. Mole asked Major Smith to accept a gift of a coffee set from the junior officers and senior non-commissioned officers. The Chairman thanked Lieut. Mole and those who had made the gift possible. What he had done for the Home Guard had been a pleasurable duty. All present had spent a very happy re-union, and he sincerely hoped that this would be a forerunner of many more to come. An enjoyable concert then followed.

## FIRE BRIGADE



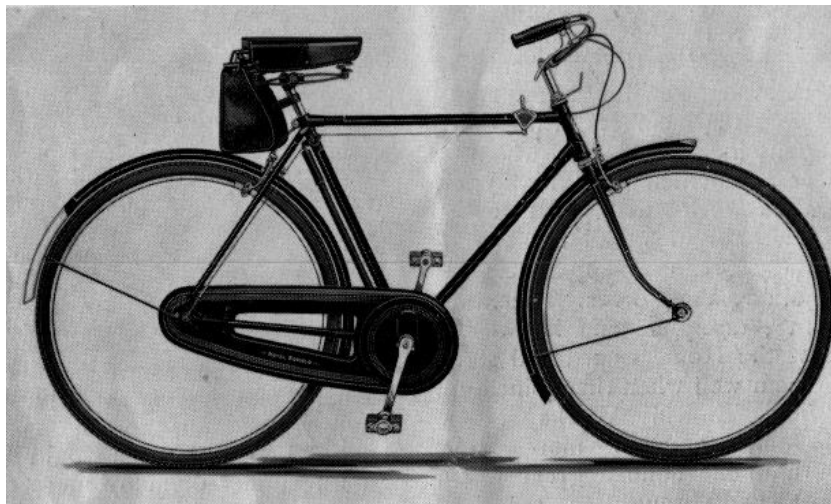
On Doctor's orders, after ten years conscientious service organising and training our Works Fire Brigade, Mr F. Clarke (late Regimental Sergeant-Major, Indian Army) relinquishes his command of the brigade. On duty every second night throughout the war and constantly on the alert, so zealous and thorough was his organisation that he has records which show the time of every siren sounded in the area during the war period.

His place is taken by Mr. S. Parsons, his second-in-command for a number of years, who has an excellent Brigade record. He shared the nightly vigils of the war with Mr. Clarke. Under Mr. Parsons guidance the Enfield Brigade this year won the League Competition held annually among the Works Brigades of Redditch district.



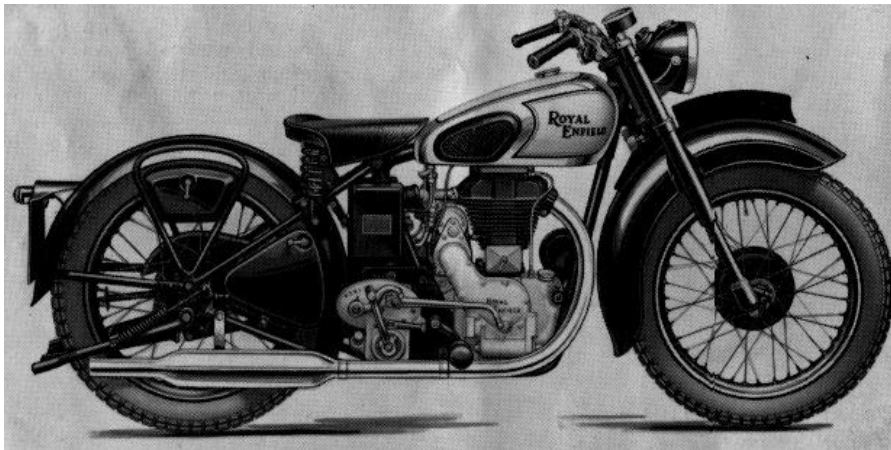


## TYPICAL POST-WAR ROYAL ENFIELDS



THREE SPEED LIGHTWEIGHT MODEL W.T.

The exceptionally complete specification for the above superbly finished bicycle includes a Sturmey-Archer three speed gear, oil bath chain case, comfort handlebar and spring seat saddle.



THE MODEL "G" 350 c.c. O.H.V.

Has the new hydraulically damped telescopic forks of exclusive Enfield design - neutral selection device on the gear box - and its handsome finish includes a chromium-plated tank with frosted silver panels, chromium-plated handlebars, rims, etc.

## **‘Out and About’ Amongst our Dealers**



Mr A. C. Cope, Joint Managing Director of Chas. E. Cope & Sons. Ltd., of Birmingham, Dudley and Wolverhampton, is Chairman of the Motor Agents' Association (Motorcycle section) and Chairman of the Motorcycle Advisory Committee—which consists of manufacturers and Traders. He has reminded us that Chas. E. Cope & Sons Ltd. have been agents for Royal Enfield machines for almost a quarter of a century. Mr Cope has many friends at Enfield and refers to the happy associations between his firm and our own. He thinks this publication is an important move in the right direction.

Mr F. S. Whitworth, Managing Director of Frank Whitworth Ltd., and Cycle Distributors, Ltd., Corporation Street, Birmingham, writes:- “Permit me to join in welcoming the new magazine for the house of Enfield. Maybe the first issue is to celebrate the jubilee of the Enfield mark? It must be somewhere near the appropriate date, for I can personally remember that the first Royal Enfields appeared in 1896. Even the earliest models seemed to escape the teething troubles of babyhood, they sprang at once into the top ranking of that time. All Hail to this House Journal. Long may it flourish for another fifty years!



Mr. W. King, Joint Managing Director of King and Harper, Ltd., Cambridge says:-

“I would like to offer sincere congratulations to those responsible for the inauguration of the Enfield House Organ, together with best wishes for its future success. It is a very long time since my firm was introduced to Enfields - in fact, longer than one cares to remember, but the old slogan, “made like a Gun” is as true today as it was over half-a-century ago. My firm has handled Enfield productions for many years, gaining many satisfied customers.”

## WELCOME **MEN RETURNING** *from the* **SERVICES**

Major V.T. Mountford, after six years of Military Service, has now returned to the Sales department. Major Mountford was a Subaltern in the 8th Bn. The Worcester Regiment at the outbreak of war and proceeded overseas in January, 1940, coming back via Dunkirk, in June of that year. Since then he has held a number of appointments in this country and on demobilization was Second-in-Command of his Battalion.



Kenneth William Surman, of the motor Assembly Shop, has returned to us after almost six years in the R.A.F. He was an L.A.C. Fitter II (E), and completed an eighteen months tour in West Africa (Gold Coast - the "white man's grave") and fourteen months in Western Europe.

When servicing and assembling aircraft in West Africa, his Unit often overhauled machines which were flown from the Middle East where maintenance bases were inadequate.

F. Wythes, A.B., of the Automatic Machine Shop, returns to us after 4½ years in the Royal Navy. Most outstanding experience: when his ship was torpedoed in the North Atlantic, two days sailing from the Azores. He served in H.M.S. Chanticleer on Convoy work to Argentina Newfoundland and the Mediterranean coast; took part in the Invasion of Sicily. Very conscious of the cordial welcome he received on his return to Enfield.







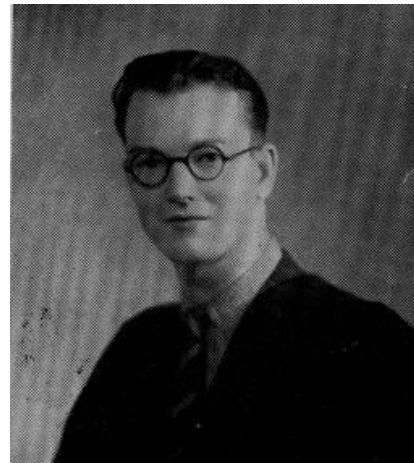
This picture was taken at the wedding, earlier in the year, of Miss Vera Moberley, of the Motor Stores, when she was married to Mr. Arthur Avery, of Terrys. Her husband is now in the Army stationed in London.



Wedding bells pealed again when Miss Margaret Purchase, formerly of No. 2 Machine Shop, married Mr. Jack Clements, of the Tool room. The ceremony took place on 22nd June 1946, at St. Mary's Church, Walsall.



Gerald David Coley (aged 21) has successfully completed a six months course in Mechanical Engineering at Loughborough College. The course was an intensive one which normally takes two years.... Qualifications required to win the Scholarship were either the National Certificate in Mechanical Engineering or City and Guilds Full Technological Certificate. Gerald had passed both. He is now a Graduate of the Institute of Mechanical Engineering.



## SPORT

A book could easily be filled with competition between local factories) details of the prowess and achievements shows promise.

of the many branches of the Enfield The Secretary of the Angling Club has Athletic Club. The Football Team arranged matches at Hillboro for a completed a successful 1945-46 season, season extending until October. The winning the Redditch and District committee has also been successful in Football League for the third time in obtaining another stretch of water for succession and being in the final of the use of members. This is one mile of three other local Cup Competitions. the river Lugg at Marden, five miles

The Cricket Team is already showing from Hereford.

good form and full reports will be given Mr. George Appleyard, the Secretary, is in our next issue. Those who prefer particularly keen on the Running Bowls have joined the Worcestershire Section and points to the many Bowling Association and taken up the successes of the Enfield Relay Team in Rink Game. Swimming, always a the district.

popular feature of Enfield sport ( the Altogether, therefore, this Summer's late Mr. R. W. Smith, when Managing sports season should prove an Director, presented the first shield for exceptionally happy and successful one.

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*What could be better for getting the playing fields into pre-war trim, than a Royal Enfield Motor Mower. The turf already appears firm and resilient, and by the time this issue is printed will have been the scene of vigorous rivalry.*





## *“Demob Ditties”*



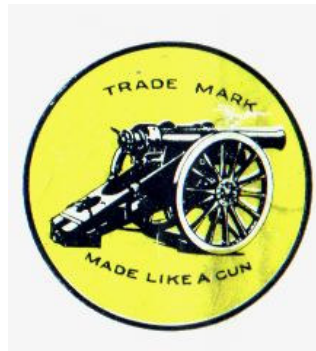
How many firms can boast that the people to whom their advertisements are directed not only read them but go as far as to write their advertisements for them?

Since the commencement of the series of Royal Enfield Advertisements in the Cycle and Motor Cycle press, headed “Demob Ditties,” suggestions for alternative “rhymes” have been received from

Royal Enfield enthusiasts in all parts of the country.

At a time when it is difficult to assess the power of advertising it is pleasing to receive this completely unexpected and uncalled for assurance that publicity stimulates action and that the Enfield Cycle Co. has so many friends amongst the recently demobilised forces.

■ ■ ■ ■ ■ Many other items of “personal” interest have been submitted for the ■ ■ ■ ■ ■  
■ ■ ■ ■ ■ “Revs” Newsreel. Lack of space due to the limitation of paper supply ■ ■ ■ ■ ■  
■ ■ ■ ■ ■ makes it impossible to include all of these – they will be reviewed in later ■ ■ ■ ■ ■  
■ ■ ■ ■ ■ issues. “Revs” welcomes contributions from all who are interested in the ■ ■ ■ ■ ■  
■ ■ ■ ■ ■ welfare of the Company. These should be addressed to the Publicity ■ ■ ■ ■ ■  
■ ■ ■ ■ ■ Department. ■ ■ ■ ■ ■  
■ ■ ■ ■ ■



ROYAL ENFIELD  
BICYCLES  
MOTOR CYCLES  
MOTOR LAWN MOWERS

THE ENFIELD CYCLE CO. LTD., REDDITCH

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