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REVS

THE ROYAL ENFIELD MAGAZINE

SPRING 1947

No. 3

Foreword

Since the last issue of Revs, British Industry has received a severe set-back due to the electrical breakdown and the fuel situation generally. It is not within our province to dissertate on the causes of the crisis. Rather it is our intention to let you know the effects of the cuts on our present and future production.

During the fuel shortage workers in the factory evinced a spirit of co-operation and a willingness to carry on under adverse conditions which they did until the electrical emergency curtailed production.

During the shut-down period every care was taken maintain the plant to concert pitch. Foremen continued with toolsetting. The maintenance staff worked unceasingly and without interruption. The factory was generally brought up to its prewar high standard of cleanliness.

Road testers carried on over the ice-bound roads and dealt with many hundreds of machines which had previously been "weather-bound".

Office staffs worked through the period with oil lamps to ease the cold as much as possible.

When power was restored the factory got away to a flying start. We feel that the position is now on the up-grade and providing supplies are maintained, we can face the future with high hopes, a view which is substantiated by the continual expansion of our overseas markets, the outstanding success of our machines in recent trials and the enthusiastic reception of our products throughout the world markets.

News about DEALERS Overseas

Any time you choose to walk through the export despatch department at Redditch you will find an atmosphere of well ordered activity. Shining machines await their turn at the packer's hands as, swiftly, these experts crate them for their long journeys overseas.

Into the strong white wood cases they go, each securely fixed in snug housings to ensure arrival at its destination in the same perfect condition that it leaves the works.

Further on, the cases await the commencement of their long journey, each bearing the name of



Mr. L. B. Clarkson inspecting a batch of motor cycles destined for Australia

its destination. The four corners of the globe seem to meet here as travelers at a large junction, then away they go, each machine an ambassador of the engineering skill of these islands. Many go and are heard of no more and no doubt give excellent service to the owners.

But we do like know how our prodigies behave and even more so to have news of our good friends who handle our goods so far away.

Away in Singapore H. M. Sassoon handles our machines. Early in February he sent us a series of photographs of a Royal Enfield model G 350 c.c. being put through its paces in an unusual manner by the owner, Lau Seng Fook of Ipoh.

A picture is reproduced on the opposite page, when taken, the machine was traveling at over 30 m.p.h. Mr. Sassoon, himself an enthusiast, says that, Mr. Fook acclaims, "I have never ridden anything better" and that the machine is practically vibration less at high speed, stable and corners well. The acceleration, he states, is equal to any machine he has come across.

A welcome visitor to Redditch over Christmas and the New Year was L. B. Clarkson, our Australasian representative on one of his regular visit to Redditch.

Mr. Clarkson first visited the factory in 1913 in succession to his father J.B. Clarkson, who first came to the works in about 1906. This is an interesting instance of a long association which only comes about through the existence of good understandings and broad viewpoints toward export business on the part of the part of the company. Distributors in Australia and New Zealand are enthusiastic in their praise of Royal Enfield motor cycles, cycles and motor mowers.

Speaking of "Revs", Mr. Clarkson maintains that the time is opportune for the circulation of such magazines, which bring about closer co-operation. He has promised to let us have regular news concerning his, and his dealers', activities in the Antipodes.







The picture on the left was sent to us by Mr. George Bolton of Adelaide, the Royal Enfield Distributor for South Australia. It depicts (right) Mr. Bolton and his sales manager (Mr. Ron Badger) with Mr. Bolton's very charming daughter astride her new model R.E.

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Photos "Cycle Trader"

The NEW London Depot

Once again the Enfield Cycle Co. Ltd. have a London Depot, situated at 221 Tottenham Court Road, W.1. The original Depot was completely destroyed by enemy action and even the present address did not escape unscathed.



The new premises will serve not only as a showroom but also as a distributing centre for London and the Home Counties. Mr. W.F. Moore the Enfield London representative, is in charge. Whilst the newly decorated interior (shown above) is adequate, plate glass windows are obviously needed. It is hoped to install these and make other extensive improvements in the near future. Many Cycle and Motor Cycle dealers from the London area and the Home Counties attended the opening ceremony on December 17th, which was followed by a pleasant lunch at the Charing Cross Hotel presided over by Mr. T.V. Hobbis, Enfield General Manager.

ENFIELD Cycle Co. TRAVELLING REPRESENTATIVES



Mr. W.F. Moore (London)



Mr. L.G. Patchett (Eastern Counties)



Mr. E. Russell Jones (S. E. Counties)

Mr. F.R. Cooper (Midlands)



Mr. J.V. Howarth (Lancs. York & N. Wales)

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Mr. J.H. Phillips (Mid & S. Wales & S.W. Counties)



Mr. F.W. Gee (Scotland & N. England)

News about DEALERS nearer HOME

Mr. Eric H. Moore and a friend.



Opened in 1899 by the late Bruce Moore, father of Eric Moore, the original showrooms at 109 York Road now house the music department. Cycle and Motor Cycle showrooms are at 119 York Road, with the workshops situated at 26 Thornton Street. All three premises are within a few hundred yards of each other. The firm now has a staff of over twenty and it is the intention to institute a profit–sharing scheme in the near future when details are finished. During the War Mr. Moore did four years duty in the Police Force and is proud of the War record of the staff. One girl served with the W.R.N.S., five men served with the R.A.F., three with the N.F.S. and one in the Police Force.

Sgt. John Moore, nephew of the Managing Director, was killed on the second "1000 bomber raid" in June 1942, after many operational flights over Germany. Mr. Waddlington was killed when on duty with the N.F.S.

Recently the staff and their friends were entertained to a dinner and party at the Masonic Hall, to mark the firm's appreciation of their efforts during the war years.

Mr. Moore is an Enfield enthusiast and speaks highly of their quality both during and after the War.

This photograph shows a display made at Christmas by Kings (Oxford) in their Manchester showrooms.

At the top of the tree is a Royal Enfield Model R.E. and at the foot is a Model R.E. with "Kiddy sidecar". A full range of Royal Enfield machines was prominently displayed and several members of the Royal Enfield sales staff attended the show.



Truth is often stranger than fiction and the wartime story of Messrs. C.R. Jenkin and K.A. Purser, who trade as Jenkin and Purser, in Southampton, Portsmouth and Bournemouth, bears this out. Ken

assignments was to travel round the ports superintending the loading of heavy equipment..

Purser tells us that one of "Jenk's"

A Remarkable Coincidence



Mr. K.A. Purser

When Ken Purser was in Egypt in charge of workshops, dealing with desertization of equipment, many of the consignment notes were signed by his partner. They never met in the Forces although Ken Purser passed within sight of Algiers where Jenkin was stationed. However, they both are back together again handling our machines in their business which they restarted after the War.



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Mr. C.R. Jenkin

MORE OF OUR WARTIME ACCOMPLISHMENTS



In the last issue of "REVS" we told you how we made the "baby" of the generating set range, the 80-watt charging set. In 1940 production of the 2.75 K.V.A. generating set was commenced. This set was designed for use with predictors on Bofors gun sites and was powered with a twin cylinder horizontally opposed air-cooled two-stroke petrol engine of 270c.c. capacity.

Later on, in 1943, at the request of the Air Ministry. the manufacture of light transportable generator sets was undertaken. The demand 5.6 K.V.A. Diesel engined generator set.

was for a set lighter in weight than the 2.75 K.V.A. and of greater b.h.p.

This was accomplished by increasing engine capacity to 350 c.c. and redesigning certain parts. As a result of our efforts an engine giving 8 b.h.p. at 3,000 r.p.m. was produced, the weight being reduced to the extremely low figure of 94 lbs.

This unit was used for driving various combinations of A.C. and D.C. generators for Radar stations located all over the world.

There they operated under greatly varying conditions and were generally in use for 24 hours a day-a great tribute to their staying power.

Another function of the unit was that of testing Radar equipment in aircraft. This saved using the planes' engines for test purposes.

A variation of the light transportable generator set was made at our Westwood factory. This was for use where electric power was available and the unit had an electric motor substituted for the petrol engine.

"Big Brother" of the family was the 5.6 K.V.A. diesel



Light Transportable Generator set.



2.75 K.V.A. Generator Set.

engined generator set which was also made for the Air Ministry. Powered by a flat twin compression ignition engine of 1,006 c.c, this unit was governed to run at 1,500 r.p.m. Used as "maids of all work" they supplied current to transmitting and receiving stations and many other jobs, even to providing current for electric fires to keep the "lads" warm. Despite long periods of running under adverse condition, these motors were the subject of many reports testifying to their extreme reliability.

ANNUAL GENERAL MEETING of the Company.

On March 31st, the adjourned fifty-first the Company's activities to a standstill ordinary general meeting of the Enfield in that period. Production at the works Cycle Company. Ltd., was held at the had not been affected by coal shortages Grand Hotel, Birmingham. In his but many suppliers of components were address to the share holders, Major F. so affected and the company's output W. Smith, J.P. T.D. M.I. Mech.E., was below normal due to shortages of Chairman and Managing Director, essential components. called attention to the innumerable difficulties occasioned by restrictions, Demands for the firm's products were controls and shortages of material and still in excess of the ability to labour. "In spite of this," said Major manufacture and steps were being taken Smith, "the year's trading has not been to increase output wherever possible. unprofitable." He considered the results satisfactory.

on investments amounted to £118,942, where previously business had not been as compared with £135,872 for the year done in any great volume. previous.

depreciation increased the year's net satisfaction with the spirit and profits by £3,379 to £22,340. (Plant and enterprise displayed by the Company's machinery is being maintained in a staff and employees generally. I would healthy state).

first time in the balance sheet and difficulties of changing over the plant described as "E.P.T. Fund," Major from War to Peace-time production. " Smith said this was a reflection of the Company's war effort. This fund will be The Report and accounts were devoted to the acquisition of additional unanimously adopted. plant and machinery.

Dealing with future prospects, Major retiring Director, was re-elected. Smith felt shareholders would agree that a reliable forecast was quite impossible under present conditions and referred to the effect of the shut-down caused by the electricity crisis which had brought

Arrangements had been made in the past year to distribute Enfield products The balance from trading and interest in the U.S.A., one of the few countries

Concluding, Major Smith said, "I must, Smaller amounts for taxation and on behalf of your board, express our especially mention the services of our senior staff and foremen, all of whom Referring to an item appearing for the have done so much to meet the

Alderman Charles Terry, O.B.E., J.P.

DIRECTORS of the ENFIELD CYCLE COMPANY

Alderman Charles Terry, O.B.E. J.P. Chairman Herbert Terry and Sons Ltd. President Economic League (Midland Branch) Chairman Redditch & District National Savings Committee.





Major John Lees O.B.E. J.P. Chairman J.B. & S. Lees Ltd. Chairman Carter Shock Absorber Co. Ltd. Chairman Great Bridge Foundry Ltd. Director Wesleyan & General Assurance Co. Ltd. Deputy Controller Civil Defence West Bromwich.

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NATIONAL SAVINGS

During the latter part of the War one employee often left the Works on pay day with over £900 in his pocket. His name-George Fairgrieve. His job-well, the one we want to tell you about is his position as Honorary Secretary of the Savings Group, a task he undertook voluntarily in 1940.

Since that date the group has raised no less a sum than $\pm 102,000$, a figure obtained with a membership representing 90% of the employees of the company. This sum constitutes a record for all the factories in Redditch.

Each year since its inception the group has been awarded certificates of merit for achieving the targets set by the Savings Committees. These testimonies emphasise enthusiasm of the saving's group and are a tribute to the immense amount of work put in by Mr. Fairgrieve. In 1942 the Company received a personal letter from Lord Kindersley, the president of the National Saving's Committee congratulating them on their fine record.

"Little and often" is a good maxim for would-be savers and under the group scheme voluntarily stipulated amounts were deducted each week from members' wages, each person being notified when a 15/- certificate is placed to their credit. George says that for those whose maxim is "more and more often" he keeps a good supply of certificates for immediate sale and there is never too big a queue!



Mr. G. Fairgrieve.

From April 1st 1947, the new National Savings Certificates are on sale at 10/- each. Each person may buy up to 1,000, without prejudice to present investments. Interest rates are not quite high as those previously offered but do compare quite favourably. For example, 30/- worth of wartime certificates accrue 11/- interest in 10 years. An equal amount of the new issue yields 9/- in the same period. Carry on with the good work, savers! It's still worth it and it's still necessary.

MOTOR LAWN MOWERS

Dealers and gardeners will derive great satisfaction from the announcement that Royal Enfield Motor Lawn Mowers will again be on the market in the near future.

Although long appreciated by gardeners because of the sound engineering principles and skill employed in their design and manufacture, production had to cease during the war owing to the need for concentration on the war effort.

Such is the present-day demand for motor mowers that the company have acquired new premises for their manufacture at Bradford-on-Avon. The new move has a number of advantages, labour is more likely to be readily available. The production of motor cycles and bicycles at Redditch is in no way impeded by the manufacture of mowers, and the new factory forms a good centre for distribution.

At the present moment production is being concentrated on one model only, the 14-in. type illustrated. All the well known Royal Enfield features are embodied in this particular model, including foot starter which makes stooping unnecessary, an all gear-drive and other well remembered features.

Driven by a two-stroke blower cooled engine giving approximately 2 h.p. this mower has ample reserves of power. The high speed cutting cylinder is fitted with eight hollow ground blades giving 75 cuts per yard.



The 14" Royal Enfield Motor Mower.

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Some TRIALS RIDING Experiences

By W. F. BICKNELL.

PART 1.

An air of intense activity permeates the motor cycle assembly shop at Redditch, for here all the products of the other shops come together and become the finished article.

As the machines travel up the lines towards the completion point, so the final characteristics are inbuilt. Each operation must be just so in order to ensure the machine is perfect on completion.



Mr. W. F. Bicknell

The foreman in charge of this task is Fred Bicknell, A "dyed-in-the-wool" motor cycle enthusiast with a wealth of experience gained through a racing and trials career extending from 1920 to 1934.

Fred's first experience of trials riding was in 1920 over a course in the Stroud district. The event was organised by the Redditch Motor Cycle club. He maintains that although his effort only netted him a silver medal his main gain was the realization of how little he knew of the game.

How quickly and how well he learned is borne out by his magnificent record during the next 14 years.

One of his most treasured possessions is the Arctic medal, struck to commemorate a one day trial famous for the unexpected conditions. Starting from Cleat, Worcestershire, in spring sunshine, the course was scheduled to include hills in Cheltenham and Stroud areas and some in Somerset in the afternoon finally finishing at Worcester.

After leaving Cheltenham the roads became impassable through deep snow. Competitors took to the fields pulling down stone walls to do so. How Fred blessed his little Royal Enfield two-stroke which he carried through some drifts, eventually being the first to reach Bristol, where the trial was abandoned.

(To be continued)

RECENT TRIALS SUCCESSES

Jack Plowright on his winning model R.E. in the Kickham Trial. Plowright joined us from the famous Army Motor Cycling School at Keswick.

Photo "Motor Cycling"



Bad weather in the earlier part of the year caused the postponement of many early trials and practice was out of the question for some time. Nevertheless the Enfield Works team for 1947, consisting as it did in 1946 and pre-war days of J.J. Booker, L.G. Holdsworth and C.N. Rogers, got away to a flying start in the first open event of the year, the Kickham Memorial Trial.

Five trophies were gained that day, the best 150 Trophy by J. Plowright, the Best 250 Trophy by J.J. Booker, the Dickinson Cup by C.N. Rogers, the Pike Cup also by C.N. Rogers and the Bristol Cup by L.G. Holdsworth.

There was much less snow on the course for the St. David's Trial a week later and Plowright, Booker and Rogers were again successful winning the Best 125 Cup, the best 250 Cup and the James Cup respectively.

In the Colmore Cup Trial A.B. Lailey won the Moxon Cup and L.G. Holdsworth the Bayliss Cup.

In the Cotswold Cups Trial E.O. Blacknell gained the Best 175 Cup and C.N. Rogers the William Box Trophy.

E.O. Blacknell secured another Best 175 Cup in the Travers Trophy Trial and

A.B. Lailey repeated his Colmore success by winning the Best 175 Cup in the Perce Simon Trial.

In the Scottish 6 Day Trial J. Plowright won the best 250 Cup and C. N. Rogers the Jimmy Beck Memorial Trophy.

In addition to the above, Royal Enfield riders have won three Team Awards in these early 1947 events.

WELFARE

Present day standards for high output can only be maintained by workers of a high standard of physical health and mental well-being. Six years of War and the difficult conditions still prevailing have made considerable inroads into our reserve stamina and welfare services in industry are more vital than ever before.

This is fully appreciated by the management of the Enfield Cycle Co. and Welfare Services in the works have always received sympathetic attention.

At the Redditch Works is a wellequipped Surgery. Due to the nature of the work in the factory most cases are of a light character such as burns, cut, sprains and the like.

The management have recently appointed Dr. C.L. Potts, M.A. M.D., B. Chir. (Cantab.), as Works Medical Officer of Health and he is available on Thursdays from two p.m. to five p.m.

Dr. Potts has practised as an industrial Medical Officer for 17 years and is a qualified examining Factory Surgeon. He has a keen interest in his fellow men and after the War was the prime mover in a rehabilitation scheme.

Mrs. M. Wareham, the Welfare Officer, is a member of the Institute of Personnel management.

Mrs. Wareham serves on all local Ministry of Labour panels and committees dealing with welfare.

Nurse Freda Rowlands S.R.N. is Works Nurse in charge of the Surgery and prior to joining the firm had eight years' hospital experience. Nurse Rowlands holds the Industrial Certificate of the Royal College of Nursing.





Enfield Winner of Dance Contest

Vera Jackson of the Industrial Engines Department and her partner Douglas Spain, recently won the newly inaugurated dancing contest held by Entaco the needle and fishing tackle manufactures of Studley.

Vera is here seen receiving the handsome silver cup which her ability as a dancer has won for her.



Another Wedding



On January 7th, 1947, the wedding took place at Crofton Church, Brant Green, near Birmingham of Richard Cozens and Miss Mavis Greenway. Mr. Cozens is employed in the Industrial Engines Department and has been with the firm 14 years. Bride and groom first met through their mutual interests in amateur dramatics, Mrs Cozens being an enthusiastic amateur actress. Mr. Cozens is an accomplished musician and holds the Associate Diploma of the London College of Music for piano and organ. During the War, Dick served as a gunner with No. 267 Field Battery, R. A., being called to colours as a territorial on the outbreak of Hostilities.

ROYAL ENFIELD MEN WHO HAVE

A.J. Brooks accounts department, has returned after more than six years' military service, having been demobilised from the Indian Army as Warrant Officer 1st class. He sailed from England in a convoy for the Sudan on 2nd September 1939, spending his first leave in the mother country during the war years in January 1945, after which he immediately returned to overseas duty. W/O Albert Brooks fought throughout the Eritrean and North African campaigns, from El Alemein to Tunis and then to the Gothic Line in Italy. From the Italian campaign his division was drafted to reinforce our Allies in Greece.





Henry Barley, capstan operator in No. 2 Machine Shop served 4 years in the Royal Navy as A.B. cable layer. Some of his naval duty was spent on Atlantic patrols but the Mediterranean claimed most of his time at sea. During the invasion of Sicily he contracted typhoid fever which laid him up in hospital for six months. As a result of this he is now awaiting entry into hospital for a minor operation affecting his eyes. Whilst in the Royal Navy, Henry met Cyril Bubb from our Oil Unit Section. Henry is looking forward to returning to work after his operation as he enjoys "working amongst his pals".

Bill Black of the Sanction Department spent 6¹/₂ years with the R.A.O.C. as driver and D.R. called up as militiaman and trained with Rifle Brigade; he was demobbed as a private, having spent 4¹/₂ years overseas in Egypt, Palestine, Benghazi (Tripoli). One assignment of his unit was to supply Jugo-Slav partisans with equipment. His ribbons consist of Africa Star with 8th Army clasp and 1939-45 Star. Bill was a member of last season's cricket team and keenly awaits the opening of the new season. Besides cricket he is interested in lawn tennis.



RETURNED FROM THE SERVICES

Arthur J. Beckinham a viewer in the Cycle Assembly Shop, was called to the colours on 3rd September 1939, as a gunner in the Territorial Army. He served in Northern Ireland prior to the invasion of Europe. On D-Day plus 5 he crossed the Channel to France with the Royal Artillery. On "the other side" the function of his unit was to locate enemy guns by the use of sound ranging equipment-consequently Arthur and his colleagues were frequently troubled by snipers. In the European Theatre of Operations he progressed with the Allied Armies as they overran the Nazis in the Low Countries, terminating his military service with a period in Germany before demobilisation.





Bert Harris, Forwarding Department, served 6½ years with the Royal Artillery during the second World War. Called up as a Territorial on 3rd September, he reached the rank of sergeant after duty in Northern Ireland, the Gold Coast, India and Burma. His memories of Burma recall a forced march in full kit from Kindaungi to Prome, 110 miles in eight days on a track built by African troops which was only motorable in dry weather. (Ribbons: Territorial Army Long Service Medal and Defence Medal).

Jack Portman, wheel builder, returned after 6 years in the Army. Jack attained the rank of Sgt. M.T. fitter in the R.E.M.E. and was mentioned in despatches. He was overseas 3 years, during which time he served as a "Desert Rat," working in mobile workshops on maintenance of tanks and military vehicles with the 8th Army throughout North African and Italian campaigns in Egypt, Sicily and Italy. Jack was awarded the African and Italian Stars and 1939-45 Star.



SPORT

Football

Seventeen consecutive victories is the proud record of the Enfield Football Team who eventually lost their unbeaten record when defeated 2 goals to one in a friendly with the Sphinx Club on February 15th.

An indication as to the strength of the Enfield Team is given in the selection of five of its members to play for the Birmingham Alliance League in this season's inter-league fixtures. The players chosen were G. Williams, D. Davenport, J. Andrews, W. Cox and A. Ennis.

The team finished the season as champions of the Birmingham Alliance League, having played 16 League games, won 13 lost 2 and drawn 1. The challenge shield and medals were presented to the winners by Mr. W. Dare, director of Birmingham City Football Club. In the Birmingham Alliance Cup Competition the Enfield side emerged as finalists.

Rifle Club

An enjoyable 1946-47 season has been experienced by the Enfield (Worcestershire) Rifle Club. Ten matches have been won and four lost out of the 14 shot in the Redditch and District Miniature Rifle League, in which they are thus runners up. Eric Harris, captain of the club has obtained the high average of 96.6 points per match, an excellent performance. Comprised entirely of ex-Home

Guard members, the "B" team have won six matches and lost two out of a total of eight. Two more meetings are fixed before their season closes.



The Rifle Club Committee (left to right) O. Wythes, G. Fairgrieve, H. Mole F. Simmonds, E. Spiers, S. H. Smith (president).

OBITUARY

The death of Mr. Albert Dyer on March 18th-in his 69th year-so soon after he had retired from service with the Company, came as a great shock to everyone who knew him.

For many years Mr. Dyer had been the Company's Buyer. He had many friends in the industry and amongst those of the concern with whom he had worked so long.

His passing will be regretted by all who knew him.



Jack Moss who was employed by the Company for over 30 years, died recently at the age of sixty. His passing is greatly regretted by his many friends in the works in which he spent the major portion of his time on assembly.

During the War he was an enthusiastic member of the Works Home Guard and devoted a great deal of his time to the organisation. Holding the rank of Sergeant, his undoubted ability and efficiency earned him the respect of all who knew him. Not only was he keen on signalling and shooting, but he also undertook much of the training of the recruits. In the 1914-1918 War he served in the Worcestershire Regiment.

It is with regret that we announce the death of Harry Davis at the age of 53 on March 18th.

Mr. Davis spent about 30 years in the employment of the Company and took an active interest in the Works Home Guard and the social side of the firm. Secretary of the Enfield Athletic Club and the Enfield Rifle Club, he was during the recent War, a member of the control centre of the A.R.P. and later Quartermaster Sergeant of the Enfield Home Guard.

In the first World War he served with the Worcestershire Regiment, rising to the rank of Regimental Quartermaster Sergeant.



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ROYAL ENFIELD BICYCLES MOTOR CYCLES MOTOR LAWN MOWERS

THE ENFIELD CYCLE CO. LTD. REDDITCH

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