

1928 Sales Brochure

1928

31

The Romance
of the Road

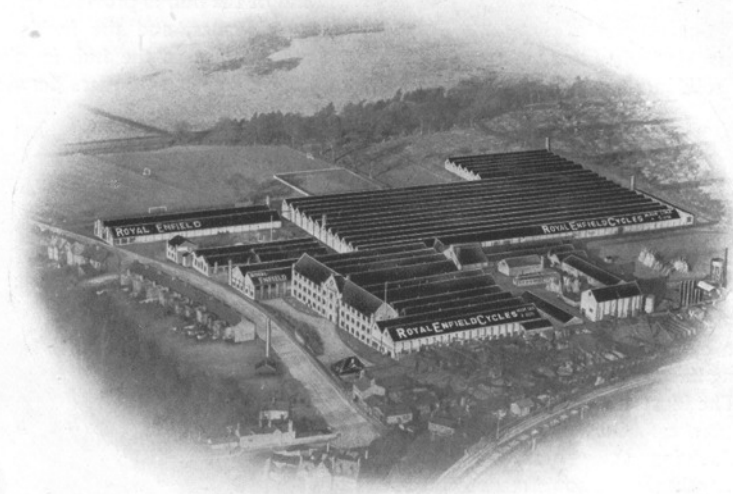


ROYAL ENFIELD
MADE LIKE A GUN
MOTOR CYCLES

ROYAL ENFIELD

MADE LIKE A GUN

Motor Cycles for 1928



ROYAL ENFIELD WORKS FROM THE AIR.

THE ENFIELD CYCLE CO^Y LTD

HEAD OFFICE & WORKS

REDDITCH

Telephone: Redditch 121 (5 lines)

Telegrams: "Cycles, Phone, Redditch"

LONDON OFFICE & SHOWROOMS

48 HOLBORN VIADUCT, E.C.1

Telephone:

5822 and 5823 Holborn

Telegrams:

"Jigger, Cent, London"

LONDON SERVICE DEPOT

5, 7, 9, HATTON WALL, HATTON GARDEN, E.C.1

Telephone: 2508 Holborn

BIRMINGHAM OFFICE & SHOWROOMS

274 a BROAD STREET

Telephone: 3532 Midland

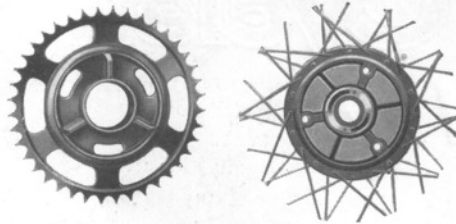
DETAILS THAT MAKE FOR

PATENT CUSH DRIVE HUB

The Enfield patent cush drive hub, which is fitted in the rear wheel of all Royal Enfield Motor Cycles, takes up the drive from the countershaft with great flexibility and smoothness. It minimises any tendency to "snatching" or harshness, which some chain drives

possess. The wonderful efficiency of this cush drive hub will be readily understood when we say that we are supplying large quantities of similar hubs to other manufacturers.

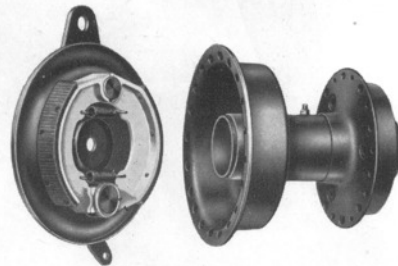
The accompanying illustration shows the inside of the driving sprocket and the outside of the hub. The driving end of the hub is provided with three metal vanes, and the inside of the



sprocket is similarly fitted. At each side of the metal vanes in the hub is placed a block of solid rubber. When in position the rubber blocks act as buffers between the vanes.

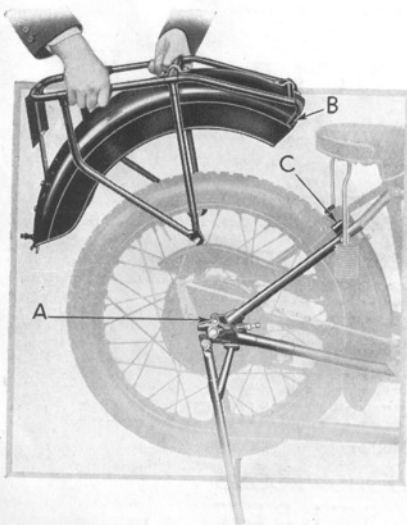
INTERNAL EXPANDING BRAKES

All Royal Enfield Motor Cycles have internal expanding brakes to both wheels. These brakes are of Enfield manufacture, and are strongly made and most efficient. They are smooth in operation but very powerful, the shoes being lined with a compressed asbestos fabric. The illustration shows details of one of these brakes. Our patent cush drive hubs embodying these brakes are being supplied to other well-known manufacturers.



DETACHABLE REAR MUDGUARD AND CARRIER

To facilitate tyre repairs and the removal of the rear wheel, the carrier and rear mudguard of all Royal Enfield Motor Cycles are made quickly detachable. The accompanying illustration shows the carrier and guard lifted clear. To do this slacken the nuts A on either side of the rear fork ends, which retain the carrier supports. The carrier should then be tapped sharply upwards, and the hooked ends B will lift out of the sockets C. The whole assembly of carrier and mudguard can then be lifted away, and the rear wheel and tyre are at once easily accessible.

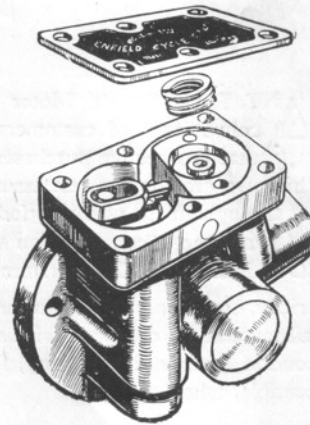


ROYAL ENFIELD PERFECTION

MECHANICAL LUBRICATION

An important feature in all Royal Enfield four-stroke engines is the Royal Enfield system of mechanical lubrication. The oil pump consists of an oscillating plunger, driven by a spiral gear from the timing wheel. It supplies a continuous and certain supply of oil to the engine, varying in amount according to the speed at which the engine is running. In the case of each engine the supply is sufficient to keep the engine properly lubricated at normal speeds. An auxiliary hand pump is provided to supplement the supply from the mechanical pump when conditions call for greater power, as when ascending long hills or travelling at high speeds.

A fine mesh gauze is fitted in the tank to prevent foreign matter getting into the supply pipe or into the mechanical pump, so that there is no likelihood whatever of the supply of oil from the mechanical pump being interrupted.



STEERING DAMPER

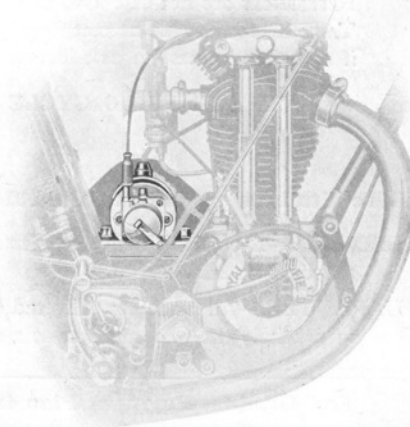
On all models except the 2.25 h.p. Two-strokes, an efficient steering damper is provided as a standard fitment, without extra charge. A steering damper is exceptionally advantageous on sidecar machines and on solo models at high speeds. The Enfield steering damper has an ebonite knob for easy adjustment. By turning this the steering can be tightened to any desired degree.

POSITION OF MAGNETO

The magneto on every Royal Enfield motor cycle is placed behind the engine. It is obvious that this is the correct situation for so vital an instrument. Placed well up behind the cylinder, and above the gearbox, it is completely protected from mud and wet, and also is kept warm and dry by the heat from the engine.

SIDECARS

The sidecars in this catalogue are all made throughout in the Enfield Works. The chassis are made of finest steel tubing, and specially selected timber is used for the framework of the bodies. The latter are panelled in sheet metal or aluminium on a foundation of three-ply wood. The upholstery is black grained leather cloth.





GRADUAL PAYMENT PLAN

Simplicity Itself

ANY Royal Enfield Motor Cycle may be purchased out-of-income, and, for the convenience of customers, we have our own Gradual Payment Department, so that prospective purchasers who wish to avail themselves of the excellent facilities which we provide can rest assured that not only will all details be strictly confidential, but throughout the whole period of payment they will receive that same prompt attention and sympathetic consideration which have always been such prominent features of the ROYAL ENFIELD programme.

Briefly, our offer is this—you can obtain any Royal Enfield model, delivered to the nearest railway station, equipped with suitable Lucas accessories, insured for one year with the London Assurance Company, for a deposit of one-quarter of the total list price. For example, take—

	£	s.	d.
Model No. 350	44	10	0
Lucas Lighting (see page 6), Head and Rear	2	5	6
Lucas Horn	0	8	6
Insurance	3	15	0
	£50 19 0		

Minimum deposit, one-fourth of £50 19 0, say
£12 14 9.

The balance, plus the departmental charge, is spread over twelve months with a rebate if the account is paid earlier, making in this example twelve payments of £3 8s. 9d. Insurance is, of course, essential for our mutual protection.

ALL YOU HAVE TO DO :

DECIDE on the model and accessories you require.

If you are under 21 years of age, or if you are not a householder, obtain the signature of someone who is willing to act in the capacity of guarantor for you.

STATE clearly what your requirements are and fill in the details opposite, including names and addresses where indicated.

REFERENCES are not essential, but may be submitted if you so desire.

TAKE this form to the nearest Royal Enfield agent, or send it with deposit (registered if containing notes) to us addressed as follows :—

THE ENFIELD CYCLE CO., LTD. (Dept. J.),
48, Holborn Viaduct,
London, E.C.1.

All remittances payable to Enfield Cycle (Gradual Payments) Ltd.

DELIVERY.—Everything being satisfactory, your machine will be put on rail within ten days or less.

GUARANTEE.—All machines delivered under these terms are guaranteed (see page 24) in precisely the same manner as a cash transaction.

The Gradual Payment Plan is applicable to Great Britain only

Strictly Private and Confidential

To ENFIELD CYCLE (Gradual Payments) LTD.

48, Holborn Viaduct, London, E.C.1

DEAR SIRs,—I desire a ROYAL ENFIELD MOTOR CYCLE and ACCESSORIES as detailed below in accordance with the terms you offer. I enclose a deposit of £.....and I will pay the appropriate monthly payments at their due date. I understand you will embody these figures in an agreement and send this to me for MY APPROVAL and signature. If I do not desire to complete the transaction you will return my deposit in full.

Yours faithfully,

Every Agreement must be signed by a Householder who is over twenty-one years of age. A married lady can only be accepted as a guarantor if she is the actual Householder and is possessed of separate estate. A Householder is a person who either owns or rents a dwelling house or flat and owns the furniture therein.

To be filled in by the Applicant

Name (in full).....
(If a Lady, state whether Married, Single or a Widow).

Age

Address

.....

.....

How Long Resident there

Are You the Householder at that Address

Occupation

To be filled in (if necessary) by the Guarantor

Name (in full).....
(If a Lady, state whether Married, Single or a Widow).

Age

Address

.....

.....

How Long Resident there

Are You the Householder at that Address

Occupation.....
If a relative of Applicant please state relationship

We do not insist on the undernoted questions being answered, but the information, if given, will be accepted as an additional sign of good faith and will assist us in arranging quick delivery.

Employer's Name and Address

.....

.....

How Long Employed there

Employer's Name and Address

.....

.....

How Long Employed there

We do not under any circumstances communicate with Employers.

MODEL REQUIRED

MODEL.....ENFIELD.

ANY SPECIAL INSTRUCTIONS.

MODEL.....SIDECAR.

ACCESSORIES—

.....

.....

.....

.....

.....

DELIVERY.

AGENT.—Please state if required Machine is to be delivered from works or your stock.

WORKS. Engine No.....

MY STOCK. Frame No.....



GRADUAL PAYMENT PLAN

Insurance Rates, covering a Comprehensive Tariff Policy

Model No.		Standard Premium for Private Pleasure Purposes only.			For Business Purposes.		
		£	s.	d.	£	s.	d.
200, 201, 201A, 202, 203, 250	3	15	0	6	0	0
350	Solo	3	15	0	6	0	0
350	Combination	3	17	0	6	0	0
351	O.H.V. Standard Solo	3	15	0	6	0	0
351	O.H.V. Combination	3	18	0	6	0	0
355	O.H.V. Sports Solo	3	16	0	6	0	0
352	O.H.V. Double-port Solo	4	1	0	6	0	0
500	Solo	6	0	0	6	15	0
500	Combination	6	3	0	6	15	0
180	Solo	7	14	0	9	0	0
182	Solo	7	15	0	9	0	0
180	Standard Combination	7	18	0	9	0	0
182	Sports Combination	7	19	0	9	0	0
190	De-Luxe Combination	7	19	0	9	0	0
185 or 175	Delivery Combination or Small Milk } Rates approximately £9 0 0						
	Float } for Country and £10 7 0 for						
165	Delivery Combination with Large Milk } London ; but these are subject						
	Float } to adjustment on actual trade						
155	Delivery Combination } and District being known.						

In order to facilitate deliveries the Standard Premium only is charged on all Gradual Payment Agreements, and any additional risks which you may require will be adjusted and charged for by the London Assurance Company on receipt of your Proposal Form. This Standard Premium (except in the case of trade vehicles) covers the machine when driven by the owner or one named driver only. If an additional driver will be using the machine, an additional 33½% will be charged on the premium, or "any driver" at an additional 50%.

When SOLO machines are used for carrying a pillion passenger, an additional 50% premium is payable.

It is important that when the Proposal Form is received from the London Assurance Company it is completed and returned to them at once.

ACCESSORIES

The following Accessories *only* can be included above :

Various Models.—Covey Speedometer (60 m.p.h. or 80 m.p.h.), £3 15s. 0d.; Legshields, Electric Lighting, Hoods, Windscreens, Balloon Tyres, etc., at Catalogue Prices.

Models 200, 201, 201A, 202, 203, 250—	£	s.	d.
Lucas No. 320 F. S. Head Light and Generator	1	2	6
Lucas No. 344 Rear Light and Generator	0	13	0
Lucas No. 63 E. B. Bulb Horn	0	8	6

Models 350, 351, 355 and 500—	£	s.	d.
Lucas No. 420 F. S. Head Light and Generator	1	12	6
Lucas No. 350 Sidecar Light and Generator	0	16	6
Lucas No. 344 Rear Light and Generator	0	13	0
Lucas No. 63 E. B. Bulb Horn	0	8	6

Models 180, 182, 185, 175, 165, 155—	£	s.	d.
Lucas No. 462 F. S. Head Light and Generator	2	10	0
Lucas No. 354 Sidecar Light and Generator	1	2	6
Lucas No. 344 Rear Light and Generator	0	13	0
Lucas No. 63 E. B. Bulb Horn	0	18	6
Lucas No. 60 E. B. Bulb Horn	0	13	6



All Royal Enfield Motor Cycles are manufactured in the large and up-to-date works at Redditch, covering nearly twenty acres. The illustration on page 1 is a reproduction of a photograph taken from an aeroplane, and conveys an impression of the large size and ideal situation of the works. The roomy workshops are equipped with the most modern machinery. Only the best quality materials are used, and all parts to be enamelled are treated by a special rust-proof process, while those to be plated are first highly polished. The smallest parts are subjected to the most minute scrutiny.

SUCCESSSES IN 1927

Royal Enfield machines have again been consistently successful in the principal competitions during the past year. Space is not available in this List for a complete record of these successes, but a few of the more outstanding performances are mentioned below.

- | | |
|---|--|
| Tourist Trophy Races :
JUNIOR T.T. TEAM PRIZE AND
5 REPLICAS. | Dublin and District Open Trial :
DUNLOP CUP. |
| Cookstown 70 Miles Road Race :
FIRST, SECOND AND FASTEST
LAP. | Leinster M.C.C. Open Novices Trial :
McDOWELL CUP. |
| London-Land's End Trial :
9 GOLD MEDALS AND SILENCE
PRIZE. | Cardiff-Leicester-Cardiff Open Trial :
CUP FOR BEST 600 C.C. SOLO. |
| London-Gloucester Trial :
TEAM PRIZE AND 3 SILVER
CUPS. | Southern Open Trial, S.E. Centre :
BEST PERFORMANCE OF
CENTRE MEMBER. |
| Scottish Six Days' Trial :
3 SILVER CUPS, 2 GOLD
MEDALS. | Reliance Cup Open Trial :
BURNS CHALLENGE CUP. |
| International Six Days' Trial :
3 GOLD MEDALS, 1 SILVER
MEDAL. | Crystal Palace Races :
LEICESTER CUP. |
| A.C.U. One-Day Sporting Trial :
SECOND BEST TRADE PER-
FORMANCE. | Irish End-to-End Two Days' Trial :
BEST SIDECAR PERFORMANCE. |
| Victory Cup Open Trial :
FRANK HALLAM CUP. | Ulster M.C.C. Reliability Trial :
BEST SIDECAR PERFORMANCE. |
| Matchless Cup Open Trial :
LADIES' TROPHY.
PRIVATE OWNERS' SIDECAR
CUP. | Redditch M.C.C. Autumn Trial :
HUINS CHALLENGE CUP. |
| N.W. Centre Sidecar Championship :
PRESIDENT'S ROSE BOWL.
MANUFACTURERS' VASE. | Ashford M.C.C. Senior Trophy Trial :
SENIOR TROPHY. |
| | Wood Green and District M.C. Cham-
pionship Trial :
PRESIDENT'S CUP. |

Also

FIRST IN THREE IRISH CHAMPIONSHIPS,

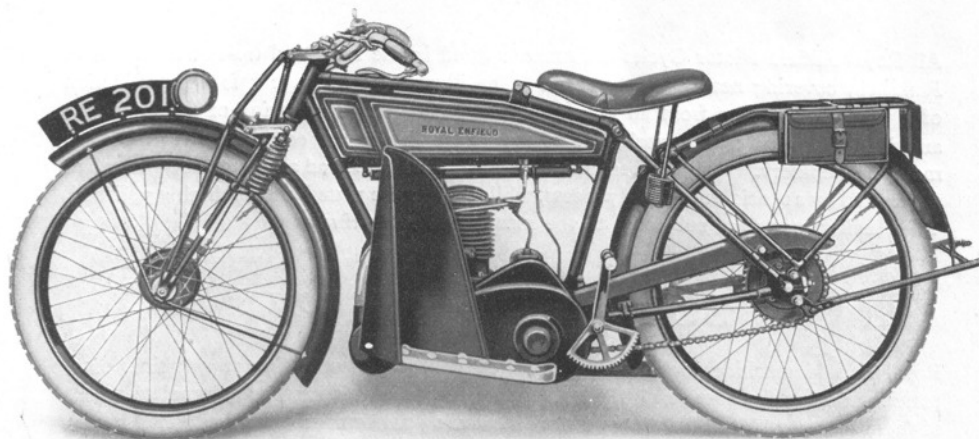
in addition to many First and Second Prizes in Hill Climbs, Sand Races, etc., and Silver Cups, Gold Medals, Souvenirs, and other Awards in Reliability Trials.

ROYAL ENFIELD DEALERS

In almost every town and village in Great Britain and Ireland an accredited Royal Enfield dealer will be found. In addition to this, we are also represented in most parts of the world. Our representation is in the hands of experienced motor cycle men, who willingly place their services at the disposal of potential buyers. We shall be pleased to furnish you with the name and address of the nearest Royal Enfield dealer.

ROYAL ENFIELD

MADE LIKE A GUN



Model 201.—2.25 h.p. Standard Two-speed Two-stroke

(Tax 30/-)

Specification:

ENGINE.—Royal Enfield Two-Stroke; bore and stroke 64 × 70 m/m.; capacity 225 c.c. Two exhaust ports. Roller bearings throughout.

LUBRICATION.—Oil mixed with petrol.

IGNITION.—High tension Magneto placed behind cylinder.

CARBURETTER.—Special two-lever type.

GEAR.—Royal Enfield two-speed. Handlebar-controlled clutch and kick-starter. Standard ratios 8.1 to 1 and 5 to 1.

TRANSMISSION.—Roller chains. Patent Cush Drive in rear hub.

FRAME.—Low and comfortable riding position. Aluminium Footboards and protective Legshields. Royal Enfield Front Forks.

HANDLEBAR.—Touring or Sporting type; both adjustable.

BRAKES.—Internal expanding, front and rear.

SADDLE.—Best quality; long suspension springs.

TYRES.—Dunlop Cord 24 × 2½ in.

MUDGUARDS.—Strong and efficient.

CARRIER.—Detachable carrier. By unfastening two nuts, the carrier and rear mudguard are lifted clear of the back wheel and tyre.

TOOLBAG.—Strong leather, containing a complete set of tools.

FINISH.—Enamelled in Best Black Enamel. Tank artistically panelled and lined. Bright parts heavily plated.

WEIGHT.—Approx. 160 lbs.

WIDTH.—2 ft. 8½ in.

LENGTH.—6 ft. 6 in.

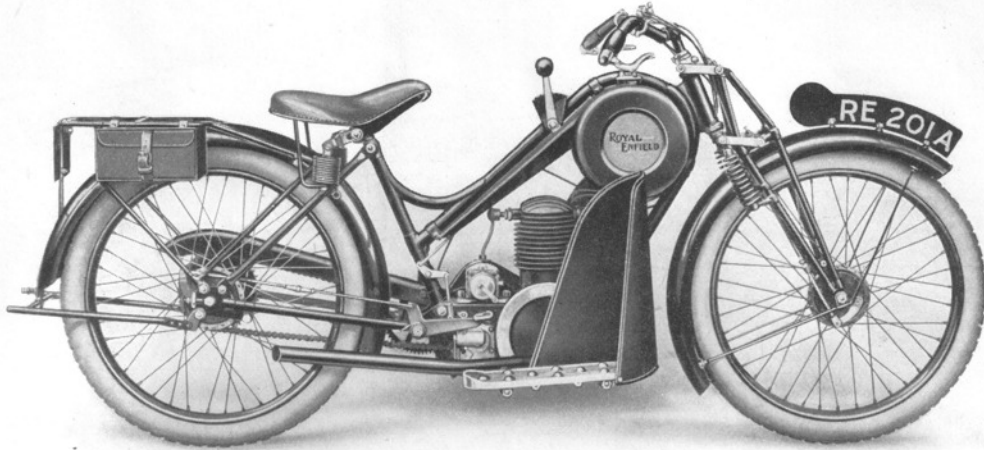
SADDLE HEIGHT.—26½ in.

Prices:

MODEL 201 to Standard Specification as above	£32 10 0
Or £9 1s. 3d. down and 12 monthly instalments of £2 9s. 0d., including Insurance.	
MODEL 201 with M.L. Maglita Electric Lighting Set	£37 15 0
Or £10 7s. 6d. down and 12 monthly instalments of £2 16s. 1d., including Insurance.	

ROYAL ENFIELD

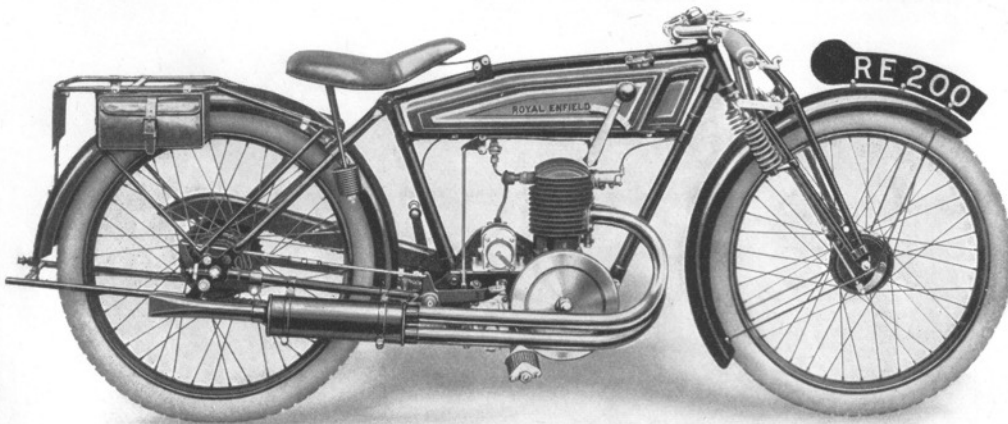
MADE LIKE A GUN



Model 201a.—2.25 h.p. Open-frame Two-stroke

(Tax 30/-)

Similar in general specification to Model 201, but designed and built for the lady or gentleman who prefers not to wear special clothing when motor cycling. It has a unique frame with circular tank. A dressguard extends rearwards from the tank to protect the rider's clothes.



Model 200.—2.25 h.p. Sports Two-speed Two-stroke

(Tax 30/-)

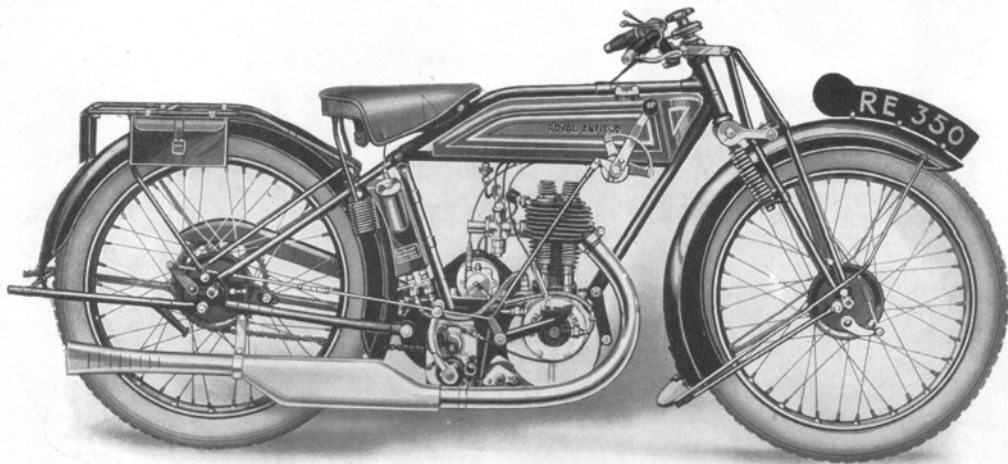
This machine has sports-type clip-on handlebar, footrests instead of footboards, and the twin exhaust pipes are carried to a cylindrical silencer on the off-side of the machine. In other respects the specification is similar to that of Model 201.

Prices:

MODEL 201A or 200 to Standard Specification	£32 10 0
Or £9 1s. 3d. down and 12 monthly instalments of £2 9s. 0d., including Insurance.	
MODEL 201A or 200 with M.L. Maglita Electric Lighting Set... ..	£37 15 0
Or £10 7s. 6d. down and 12 monthly instalments of £2 16s. 1d., including Insurance.	

ROYAL ENFIELD

MADE LIKE A GUN



Model 350.—3.46 h.p. Standard Side-valve

Specification:

ENGINE.—346 c.c. Single Cylinder; bore at 1 stroke 70 × 90 m/m. Aluminium alloy piston. Roller bearings throughout.

LUBRICATION.—Automatic mechanical pump and auxiliary hand pump.

IGNITION.—High tension Magneto.

CARBURETTER.—Two-lever type.

GEAR.—Sturmey-Archer three-speed. Handlebar controlled clutch and kick-starter. Standard ratios: SOLO, high 5.9, middle 8.9, low 17.3; SIDECAR, high 6.7, middle 10, low 19.5.

TRANSMISSION.—Roller chains. Patent Cush Drive in rear hub.

FRAME.—Low saddle position. Royal Enfield Front Forks with shock absorbers and steering damper. Foot-rests. Separate petrol and oil tanks.

SADDLE.—Spring seat Saddle.

BRAKES.—Internal expanding, front and rear (5 in. drums).

HANDLEBAR.—Touring or Sports; adjustable.

TYRES.—Dunlop Cord 27 × 2.75 in.

MUDGUARDS.—Strong and efficient.

CARRIER.—Detachable carrier. By unfastening two nuts, the carrier and rear mudguard are lifted clear of the back wheel and tyre.

STANDS.—Front and rear.

TOOLS.—Complete set in two pannier bags on carrier.

FINISH.—Best quality Black Enamel. Tank panelled and lined. Bright parts heavily plated.

WEIGHT.—Approx. 230 lbs.

WIDTH.—2 ft. 8½ in.

LENGTH.—6 ft. 11½ in.

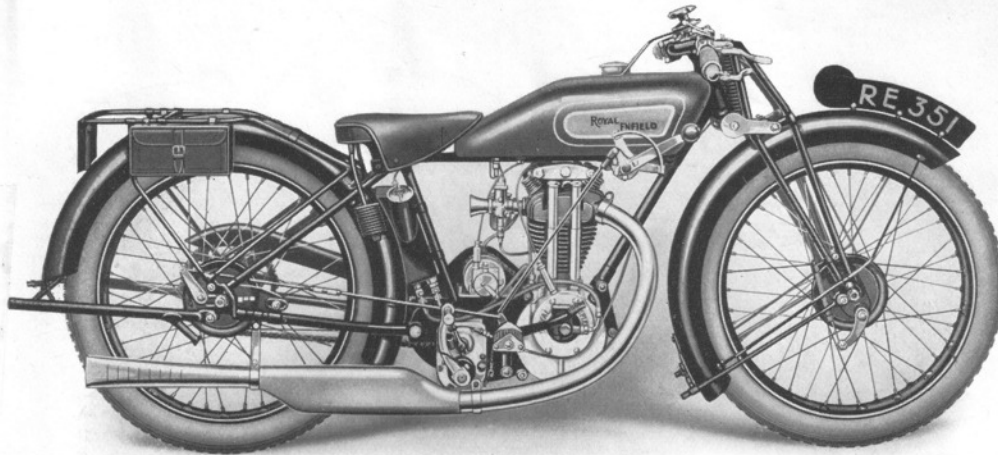
SADDLE HEIGHT.—29 in.

Prices:

MODEL 350 to Standard Specification as above	£44 10 0
Or £12 1s. 3d. down and 12 monthly instalments of £3 5s. 2d., including Insurance.		
MODEL 350 with M.L. Maglita Electric Lighting Set	£49 15 0
Or £13 7s. 6d. down and 12 monthly instalments of £3 12s. 3d., including Insurance.		
MODEL 350 with Model 14 or Model 12 Sidecar	£57 0 0
Or £15 4s. 3d. down and 12 monthly instalments of £4 2s. 2d., including Insurance.		
MODEL 350 with Sidecar and Electric Lighting Set	£62 5 0
Or £16 10s. 9d. down and 12 monthly instalments of £4 9s. 4d., including Insurance.		
Electric Lamp on Sidecar, 10s. extra.		

ROYAL ENFIELD

MADE LIKE A GUN



Model 351.—3.46 h.p. Standard Overhead-valve

Specification :

ENGINE.—346 c.c. O.H.V. Single Cylinder; bore and stroke 70 × 90 m/m. Aluminium alloy piston. Roller bearings. Enclosed rockers and pushrods.

LUBRICATION.—Automatic mechanical pump and auxiliary hand pump.

IGNITION.—High tension Magneto.

CARBURETTER.—Two-lever type.

GEAR.—Sturmey - Archer three - speed (close ratio). Handlebar-controlled clutch and kick-starter. Standard ratios: SOLO, high 5·3, middle 7, low 11·5; SIDECAR, high 5·9, middle 7·8, low 12·8.

TRANSMISSION.—Roller chains. Patent Cush Drive in rear hub.

FRAME.—Low saddle position. Foot-rests. Royal Enfield Front Forks with shock absorbers and steering damper. Large Saddle Tank for Petrol. Separate Oil Tank. Petroflex piping.

SADDLE.—Spring seat Saddle.

BRAKES.—Internal expanding, front and rear (5 in. drums).

HANDLEBAR.—Sports type, adjustable; long rubber grips.

TYRES.—Dunlop Cord 27 × 2·75 in.

MUDGUARDS.—Strong and efficient.

STANDS.—Front and rear.

CARRIER.—Detachable carrier. By unfastening two nuts, the carrier and rear mudguard are lifted clear of the back wheel and tyre.

TOOLS.—Complete tool kit in two strong pannier bags on carrier.

FINISH.—Best quality Black Enamel. Bright parts heavily plated. Cellulose-finished Petrol Tank.

WEIGHT.—Approx. 242 lbs.

LENGTH.—6 ft. 11½ in.

WIDTH.—2 ft. 9½ in.

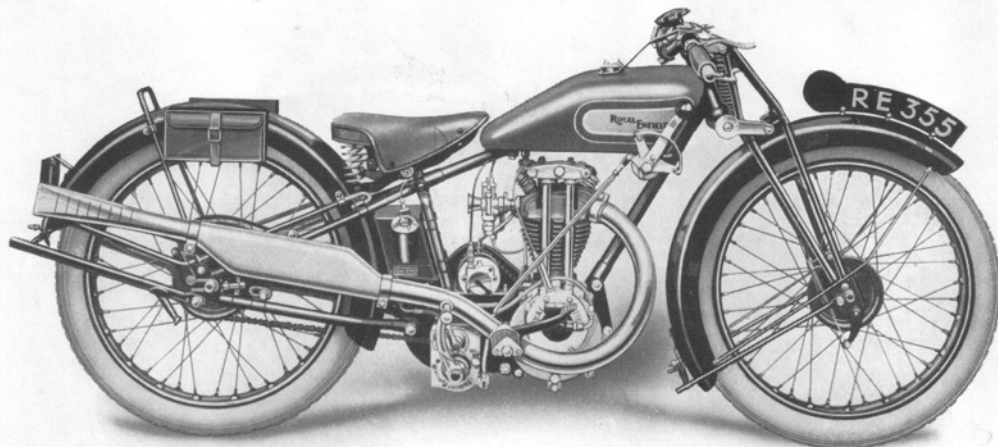
SADDLE HEIGHT.—27 in.

Prices :

MODEL 351 to Standard Specification as above... ..	£50 0 0
Or £13 8s. 9d. down and 12 monthly instalments of £3 12s. 7d., including Insurance.	
MODEL 351 with M.L. Maglita Electric Lighting Set	£55 5 0
Or £14 15s. 6d. down and 12 monthly instalments of £3 19s. 10d., including Insurance.	
MODEL 351 with Model 14 or Model 12 Sidecar	£62 10 0
Or £16 12s. 0d. down and 12 monthly instalments of £4 9s. 8d., including Insurance.	
MODEL 351 with Sidecar and Electric Lighting Set	£67 15 0
Or £17 18s. 6d. down and 12 monthly instalments of £4 16s. 9d., including Insurance.	
Electric Lamp on Sidecar, 10s. extra.	

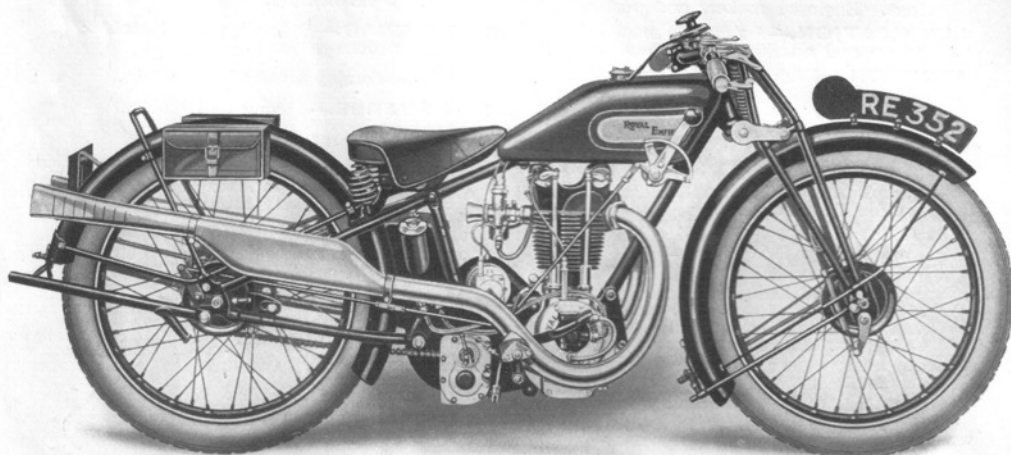
ROYAL ENFIELD

MADE LIKE A GUN



Model 355.—3.46 h.p. Sports Overhead-valve

Similar general specification to that of Model 351, but with different frame, giving lower saddle position, and specially tuned engine fitted with high compression piston. The exhaust pipe is upswept, and a carrier is not fitted, but the rear mudguard is easily detachable, as is the case with other models. The saddle height is about 26 ins., and the weight approximately 242 lbs.



Model 352.—3.46 h.p. Double-port Overhead-valve

Exactly as Model 355, but fitted with double-port racing engine with two long exhaust pipes. No kick-starter. Approximate weight 252 lbs.

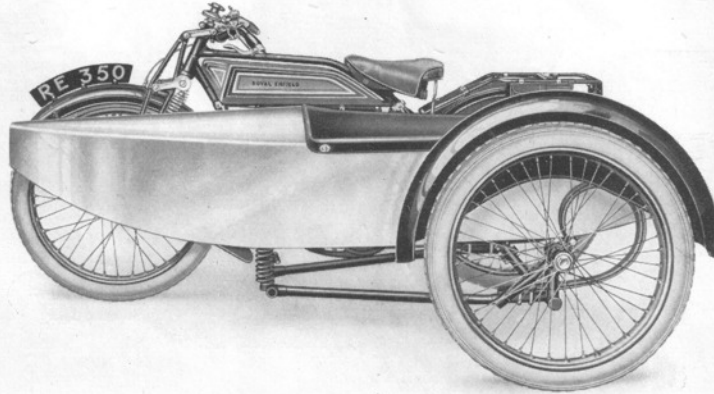
Prices:

MODEL 355 to Standard Specification	£52 10 0
Or £14 1s. 6d. down and 12 monthly instalments of £3 16s. 0d., including Insurance.	
MODEL 352 to Standard Specification	£78 15 0
Or £20 14s. 0d. down and 12 monthly instalments of £5 11s. 10d., including Insurance.	

ROYAL ENFIELD

MADE LIKE A GUY

Sidecars for 3.46 h.p. Machines



Model 14.—Sports Sidecar

Specification:

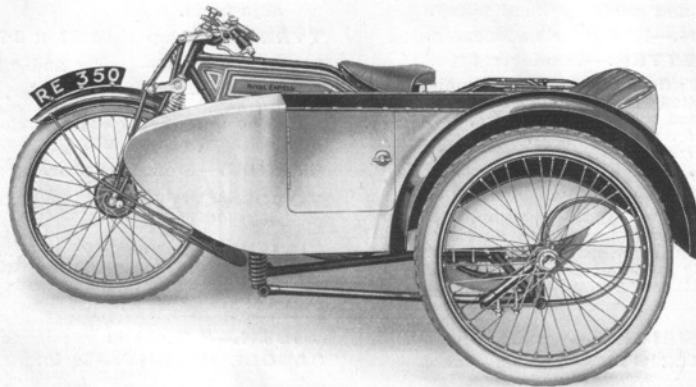
CHASSIS.—Enfield design; four-point attachment. Cee springs at rear and coil springs in front.

TYRE.—Dunlop Cord 27 × 2.75 in.

BODY.—Sturdily built and panelled in polished aluminium. Upholstered in

black leather cloth. Hammock seat. Locker for tools and spares behind seat back. Cover-all apron fitted. Mudguard attached.

WEIGHT of Sidecar, Chassis, etc., approximately 100 lbs.



Model 12.—Touring Sidecar

Similar to specification above, with the exception of the Sidecar Body, which is of touring shape, with door. A spring seat takes the place of the hammock type mentioned above. Curved celluloid Windscreen can be supplied on either Model at £1 extra. **WEIGHT** of Sidecar, Chassis, etc., about 98 lbs.

Overall length of either of above Combinations, 6 ft. 11½ in.

Overall width of either of above Combinations, 4 ft. 9 in.

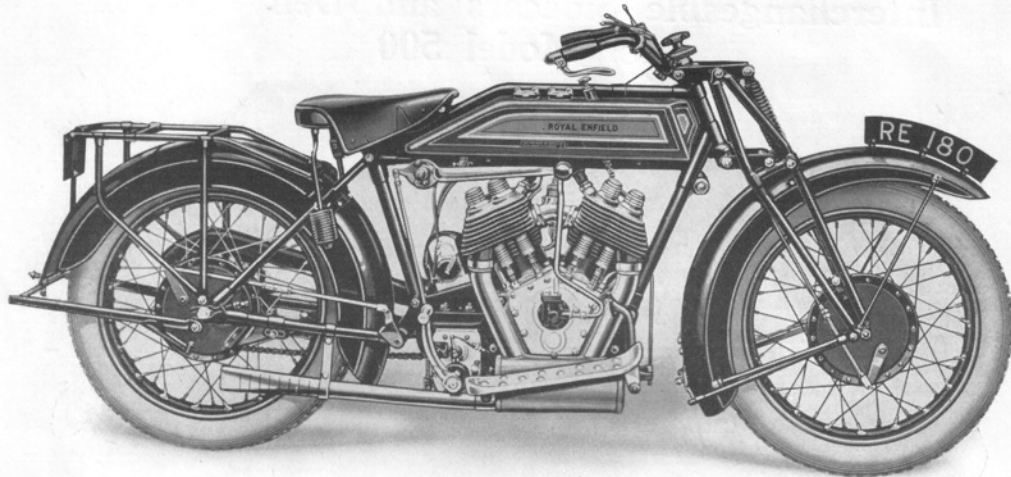
Prices:

MODEL 14 or 12 Sidecar to Standard Specification £12 10 0

Or £3 3s. 0d. down and 12 monthly instalments of 17s. 0d., including Insurance.

ROYAL ENFIELD

MADE LIKE A GUY



Model 180.—9.76 h.p. Three-speed Standard

Specification:

ENGINE.—Royal Enfield Twin Cylinder; bore and stroke 85.5 × 85 m/m.; capacity 976 c.c.; aluminium alloy pistons.

LUBRICATION.—Automatic mechanical pump and auxiliary hand pump.

IGNITION.—High tension Magneto.

CARBURETTER.—Two-lever.

GEAR.—Sturmey - Archer three - speed. Handlebar-controlled clutch and kick-starter. Standard ratios: high 4.7, middle 6.9, low 13.8.

TRANSMISSION.—Roller chains. Cush Drive Hub in rear wheel.

FRAME.—Royal Enfield front forks with steering damper. Sidecar lugs incorporated. Rubber-studded Footboards.

TYRES.—Dunlop Cord 26 × 3.25 in.

BRAKES.—Internal expanding, front and rear, with 8 in. drums. Both foot operated.

STANDS.—Stands for front and rear wheels.

MUDGUARDS.—Very wide and strong.

CARRIER.—Detachable carrier. By unfastening two nuts, the carrier and rear mudguard are easily removed.

HANDLEBAR.—Touring; adjustable.

SADDLE.—Spring seat Saddle.

TOOLS.—Complete set.

FINISH.—Best Black Enamel. Tank panelled in green. Bright parts heavily plated.

WEIGHT.—308 lbs.

WIDTH.—2 ft. 8 in.

LENGTH.—7 ft. 2 in.

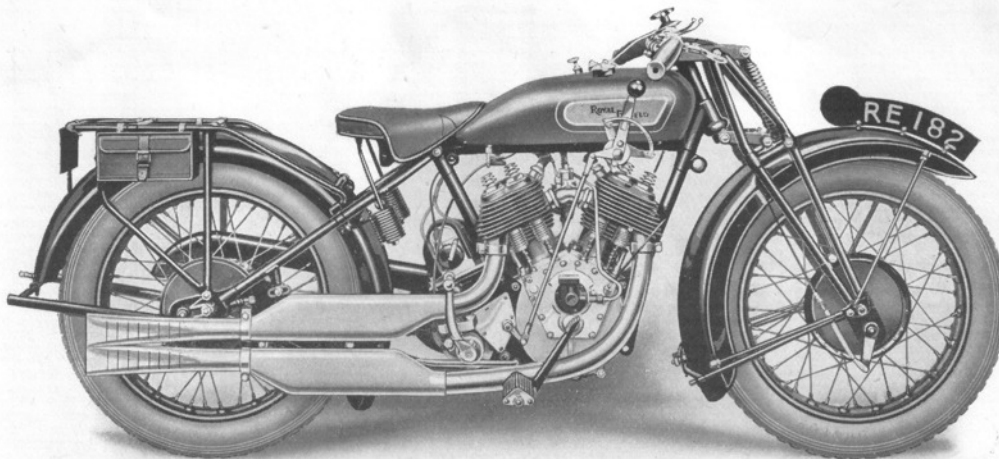
SADDLE HEIGHT.—30 in.

Prices:

MODEL 180 to Standard Specification as above	£67 10 0
Or £18 16s. 0d. down and 12 monthly instalments of £5 1s. 7d., including Insurance.	
MODEL 180 with Lucas Magdyno Electric Lighting Set and Electric Horn	£73 10 0
Or £20 6s. 3d. down and 12 monthly instalments of £5 9s. 9d., including Insurance.	
MODEL 180 with Model 4 Sports Sidecar	£84 5 0
Or £23 0s. 6d. down and 12 monthly instalments of £6 4s. 4d., including Insurance.	
MODEL 180 with Model 2 Touring Sidecar	£86 5 0
Or £23 10s. 9d. down and 12 monthly instalments of £6 7s. 1d., including Insurance.	
MODEL 180 with Model 22 Two-seater Sidecar	£90 10 0
Or £24 12s. 3d. down and 12 monthly instalments of £6 12s. 11d., including Insurance.	
MODEL 180 with Model 2 Sidecar and Lighting Set, including Sidecar Lamp	£92 15 0
Or £25 3s. 6d. down and 12 monthly instalments of £6 15s. 11d., including Insurance.	
Balloon tyres, 10s. per wheel extra.	

ROYAL ENFIELD

MADE LIKE A GUN



Model 182.—9.76 h.p. Four-speed Sports

Specification :

ENGINE.—Royal Enfield Twin Cylinder; bore and stroke 85.5 × 85 m/m.; capacity 976 c.c.; aluminium alloy pistons.

LUBRICATION.—Automatic mechanical pump and auxiliary hand pump.

IGNITION.—High tension Magneto.

CARBURETTER.—Two-lever.

GEAR.—Enfield four-speed. Handlebar-controlled clutch and kick-starter. Standard ratios: SOLO: 4.2, 5.4, 7.1 and 13; SIDECAR: 4.7, 6.1, 7.9 and 14.5.

TRANSMISSION.—Roller chains. Cush Drive Hub in rear wheel.

TYRES.—Dunlop Cord 26 × 3.25 in.

FRAME.—Very strong and rigid. Enfield front forks with steering damper. Footrests. Large Saddle Tank, finished cellulose. Two long exhaust pipes with silencer on each.

BRAKES.—Internal expanding, front and rear, with 8 in. drums. Both foot operated.

STANDS.—Stands for front and rear wheels.

CARRIER.—Detachable carrier. By unfastening two nuts, the carrier and rear mudguard are easily removed.

HANDLEBAR.—Semi-T.T. type; adjustable.

SADDLE.—Spring seat Saddle.

TOOLS.—Complete kit.

FINISH.—Best Black Enamel. Tank panelled in green. Bright parts heavily plated.

WEIGHT.—Approx. 336 lbs.

WIDTH.—2 ft. 8 in.

LENGTH.—7 ft. 2 in.

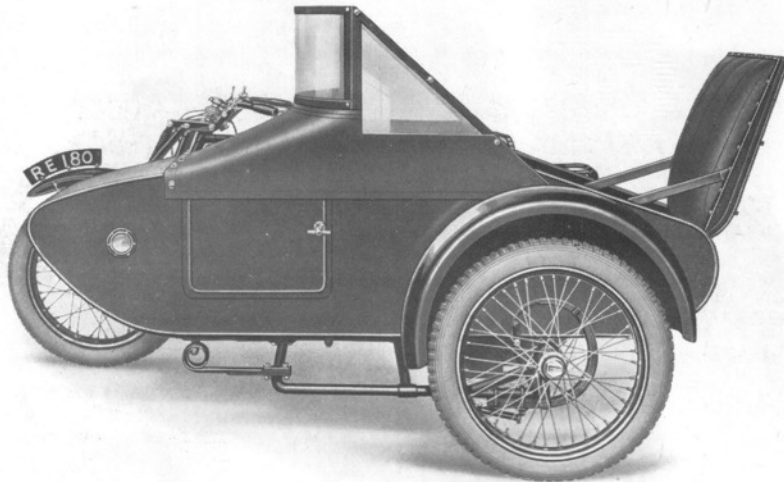
SADDLE HEIGHT.—29 in.

Prices :

MODEL 182 to Standard Specification as above	£73 10 0
Or £20 6s. 3d. down and 12 monthly instalments of £5 9s. 9d., including Insurance.		
MODEL 182 with Lucas Magdyno Electric Lighting Set and Electric Horn	£79 10 0
Or £21 16s. 6d. down and 12 monthly instalments of £5 17s. 11d., including Insurance.		
MODEL 182 with Model 4 Sports Sidecar	£90 5 0
Or £24 11s. 0d. down and 12 monthly instalments of £6 12s. 7d., including Insurance.		
MODEL 182 with Model 2 Touring Sidecar	£92 5 0
Or £25 1s. 0d. down and 12 monthly instalments of £6 15s. 3d., including Insurance.		
MODEL 182 with Model 4 Sidecar and Lighting Set, including Sidecar Lamp	£96 15 0
Or £26 3s. 9d. down and 12 monthly instalments of £7 1s. 5d., including Insurance.		
Balloon tyres, 10/- per wheel extra.		

ROYAL ENFIELD

MADE LIKE A GUN



Model 22.—Occasional Two-seater Sidecar

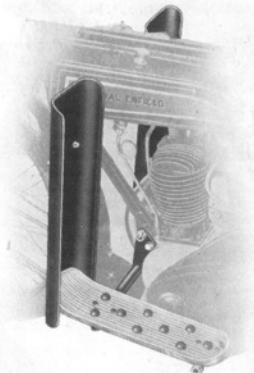
This sidecar will accommodate two adults, if necessary. Alternatively the rear seat may be utilised for luggage. When the rear seat is not in use, it can be folded up, giving the appearance of a very attractive single-seater body. The sidecar is very stoutly constructed and upholstered comfortably in black leather cloth. The specification includes one Windscreen, and an additional one can be supplied at an extra charge of **£1 10s. 0d.** The illustration shows the rear seat open for use.

WEIGHT of Sidecar, Chassis, etc.—199 lbs.

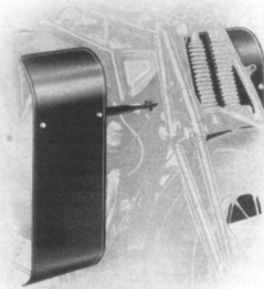
Price:

MODEL 22 Two-seater Sidecar as above **£23 0 0**
 Or **£5 16s. 3d.** down and 12 monthly instalments of **£1 11s. 4d.**,
 including Insurance.

Legshields and Footboards



Footboards and legshields on Model 350.



Legshields on Model 180.

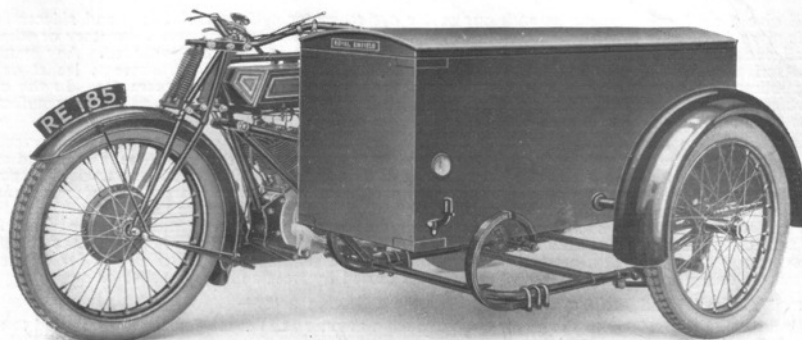
Prices:

Legshields on Models 350, 351, 500, 180, 182 and 190	£0 15 0
Footboards and Legshields on Models 350 and 500	£1 5 0
Footboards and Legshields on Model 250	£1 1 0

ROYAL ENFIELD

MADE LIKE A GUN

TRADE DELIVERY OUTFITS



Model 185.—9.76 h.p. Delivery Outfit

FITTED with coach-built box carrier, the 9.76 h.p. Royal Enfield Motor Cycle is the ideal outfit for small tradesman or large store. We have supplied this form of carrier to bakers, butchers, billposters, boot repairers, drapers, fishmongers, grocers, laundrymen, and others.

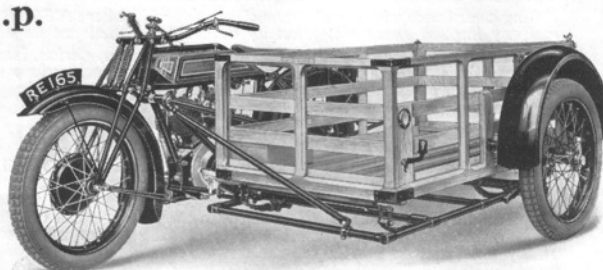
The dimensions of the box carrier are as follows:—

Length—4 ft. 6 in. Depth—1 ft. 9 in. Width—1 ft. 8 in.
Capacity, approximately 13 cubic feet. Weight of Box Carrier, Chassis, etc., 168 lbs. Overall length of Combination, 7 ft. 2 in. Overall width, 5 ft. 3 in.

Attention is directed to the fact that this 9.76 h.p. Royal Enfield is a double-purpose vehicle. A standard passenger sidecar body can be fitted to the chassis of Model 185 with very little trouble, a separate set of springs and shackles only being necessary.

Model 165.—9.76 h.p. Dairyman's Outfit

We have sold large quantities of this type of outfit to dairymen, farmers, and greengrocers. It is the standard 9.76 h.p., with a wide and exceptionally strong chassis. Milk float attached is capable of carrying three milk churns, besides cans, tools, spares, etc. Dimensions of body: length, 4 ft. 6 in.; width, 2 ft. 10 in.; depth, 1 ft. 7 in. Weight of Milk Float, Chassis, etc., 196 lbs. Overall length of Combination, 7 ft. 2 in.; width, 6 ft.



Model 175 is a similar outfit, but on the standard chassis, the length and width being the same as the box carrier of Model 185. This is designed to carry two milk churns instead of three, and is invaluable to the man with a smaller business.

Prices:

MODEL 185 Delivery Combination complete as above	£86 5 0
MODEL 165 Dairyman's Combination, complete as above	£88 10 0
MODEL 175 Dairyman's Combination (not illustrated. See separate list)	£86 5 0
MODEL 155 G.P.O. type Combination (not illustrated. See separate list)	£94 10 0

Insurance rates for Trade Delivery Vehicles vary according to actual trade and district in which used. Gradual payment prices for these Outfits, therefore, can be supplied on receipt of this information.

We issue a separate list for Trade Delivery Outfits and shall be pleased to send a copy, post free, on request.



GUARANTEE

WE give the following guarantee with our motor cycles, motor cycle combinations and sidecars, which is given in place of any implied conditions, warranties or liabilities whatsoever, statutory or otherwise, all such implied conditions, warranties and liabilities being in all cases excluded. Any statement, description, condition or representation contained in any catalogue, advertisement, leaflet or other publication shall not be construed as enlarging, varying or overriding this guarantee. In the case of machines which have been used for "hiring out" purposes, or from which the trade mark, name, or manufacturing number has been removed, no guarantee of any kind is given or is to be implied.

We guarantee, subject to the conditions mentioned below, that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but this guarantee is to extend and be in force for six months only from the date of purchase, and damages for which we make ourselves responsible under this guarantee are limited to the free supply of a new part in exchange for the part of the motor cycle, motor cycle combination or sidecar which may have proved defective. We do not undertake to replace or refix, or bear the cost of replacing or refixing, such new part in the motor cycle, motor cycle combination or sidecar. We undertake, subject to the conditions mentioned below, to make good at any time within six months any defects in these respects. As motor cycles, motor cycle combinations and sidecars are easily liable to derangement by neglect or misuse this guarantee does not apply to defects caused by wear and tear, misuse or neglect.

The term "misuse" shall include amongst others the following acts:—

1. The attaching of a sidecar to the motor cycle in such a manner as to cause damage or calculated to render the latter unsafe when ridden.
2. The use of a motor cycle or of a motor cycle and sidecar combined, when carrying more persons or a greater weight than that for which the machine was designed by the manufacturers.
3. The attaching of a sidecar to a motor cycle by any form of attachment not provided or supplied by the manufacturers or to a motor cycle which is not designed for such use.

Any motor cycle or motor cycle combination or sidecar sent to us to be plated, enamelled or repaired will be repaired upon the following conditions, i.e., we guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, such guarantee to extend and be in force for three months only from the time such work shall have been executed or until the expiration of the six months above referred to, and this guarantee is in lieu and in exclusion of any common law or statute warranty or condition, and the damages recoverable are limited to the cost of any further work which may be necessary to amend and make good the work found to be defective.

CONDITIONS OF GUARANTEE

If a defective part should be found in our motor cycles, motor cycle combinations or sidecars, or in any part supplied by way of exchange before referred to, it must be sent to us CARRIAGE PAID, and accompanied by an intimation from the owner that he desires to have it repaired or exchanged free of charge under our guarantee, and he must also furnish us at the same time with the number of the machine, the date of the purchase, or the date when the alleged defective part was exchanged as the case may be.

Failing compliance with the above, such articles will lie here AT THE RISK OF THE OWNER, and this guarantee and any implied guarantee, warranty or condition shall not be enforceable.

We do not guarantee specialities such as tyres, saddles, chains, lamps, etc., or any component parts supplied to the order of the purchaser differing from standard specifications supplied with our motor cycles, motor cycle combinations, sidecars or otherwise.

CONDITIONS OF SALE

The prices appearing in this catalogue are STRICTLY NET. All goods are sold subject only to the conditions of guarantee given above. The Royal Enfield Motor Cycle and Sidecar Combinations are sold subject to the further condition that we cannot accept responsibility if used with any sidecars other than the ones supplied by us. The 2.25 h.p. Model is sold subject to the further condition that we cannot accept responsibility if it is used with a sidecar, of whatsoever make or type. The prices and specifications in this list are subject to alteration at any time without previous notice.

PAYMENT.—One-third deposit must be paid on our acceptance of the order, and the balance upon receipt of our advice that goods are ready for despatch.

CARRIAGE.—1. All machines are sent Carriage Paid to the nearest railway station.

2. Notwithstanding payment of carriage, all goods are to be considered as delivered to the customer when put on rail at Redditch Station, and all orders are accepted and executed upon this understanding.
3. Upon receipt of goods by customer, it is essential that the Railway Company's Delivery Sheet should in all cases be signed "not examined." The goods should then be carefully inspected, and in the event of any damage, notice should at once be sent to the Carriers and claim made from them.
4. We reserve the right to despatch either by Goods or Passenger Train, but when machines are sent by Goods Train in Crates, the Crates are charged, and half the amount charged is allowed when returned in good condition.
5. Cases and Crates for shipment abroad are charged at Cost Price.

REPAIRS AND SUNDRIES.—These cannot be booked; our terms are net cash on receipt of pro forma invoice. Machines or parts for repair must be sent carriage paid, and the name of the sender attached, or they cannot be received. Full instructions, with advice as to mode of despatch, should be posted same day. When ordering spare parts or sundries, customers are respectfully requested to quote our identification number for each part required. It is also necessary that the number of the machine and number of engine should in all cases be given. Please mark any communication relating to repairs or sundries:—"Service Department."

NOTICE

We do not appoint agents for the sale on our behalf of our motor cycles or other goods, but we assign to motor cycle dealers areas in which we supply to such dealers exclusively for re-sale in such areas. No such dealer is authorised to transact any business, give any warranty, make any representation or incur any liability on our behalf.

ROYAL ENFIELD