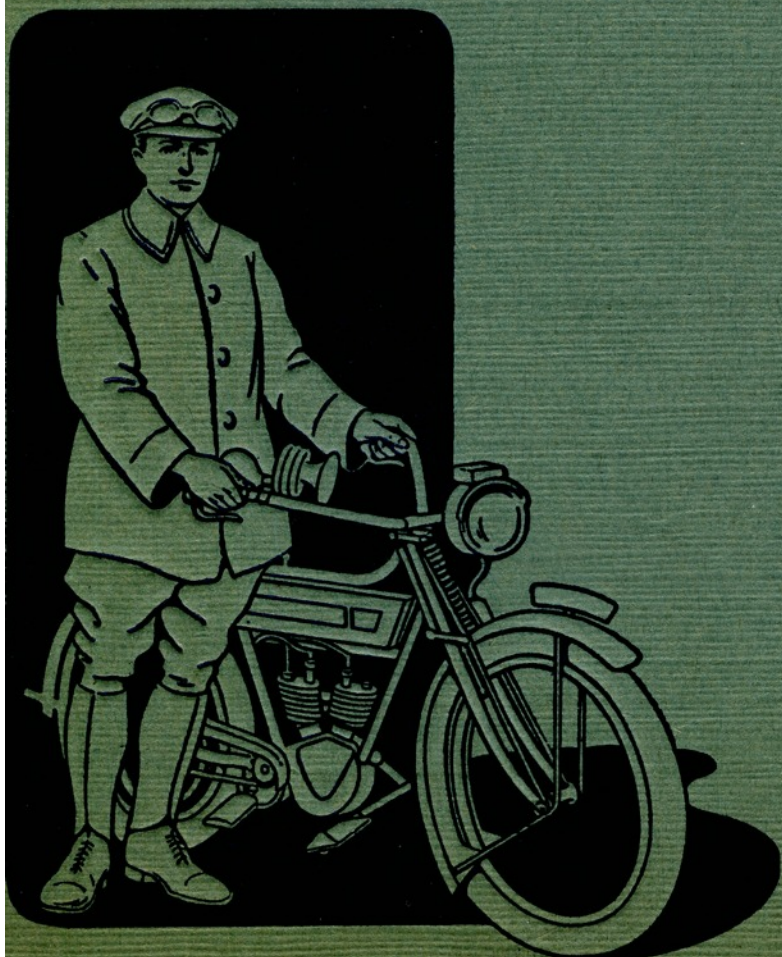


1911 Royal Enfield Brochure

1911

ROYAL ENFIELD Motor Cycles.

"MADE LIKE A GUN"



Royal Enfield
Lightweight Motor Bicycles



The Enfield Cycle Co.,
Limited.

CONTRACTORS TO HIS
MAJESTY'S GOVERNMENT
ARMY, NAVY AND
RESERVE FORCES.

Registered Offices and Works—

REDDITCH.

Telegrams: "Cycles, Redditch."
Telephone No. 6 Redditch.

Showrooms—

48, HOLBORN VIADUCT, LONDON, E.C.

Telegrams: "Jigger, London."
Telephone No. 424 Holborn.



SIGNIFICANT of the efficiency of the Royal Enfield Lightweight is the long list of victories which it has gained in competitions of all descriptions during the past season. Honours have fallen to it in hill climbs, also reliability, speed and flexibility trials (particulars of which are given on later pages) and hundreds of enthusiastic riders have written to express their opinion of the satisfactory behaviour of their mounts. Our new models will be found to possess most of the characteristic features which made for the success and popularity of the 1910 machines, but with improvements based on our long experience. Twin Cylinder Engines are retained on all models, the equipment is even more complete than hitherto and strict attention has been paid to the design of the machine to ensure a comfortable riding position.

The 2-Speed and Free Engine $2\frac{3}{4}$ -h.p. Model.

Severe bench and road tests have convinced us that in this model we have undoubtedly the finest lightweight motor cycle on the market. The advantages of a reliable two-speed and free engine device are obvious to those with only the smallest experience of motor cycling.

To be able to start the engine with a single turn of a handle as with car practice, sit astride one's stationary mount, slip in the clutch and glide away at 4 miles an hour, picking up to 40 almost at once if desired, is a boon appreciated to the full by all who have experienced it.

We claim that our two-speed and free-engine device is absolutely reliable, simple, efficient and silent, and adds considerably to the hill climbing powers and flexibility of the machine. We give on a later page a full illustrated description of the mechanism.

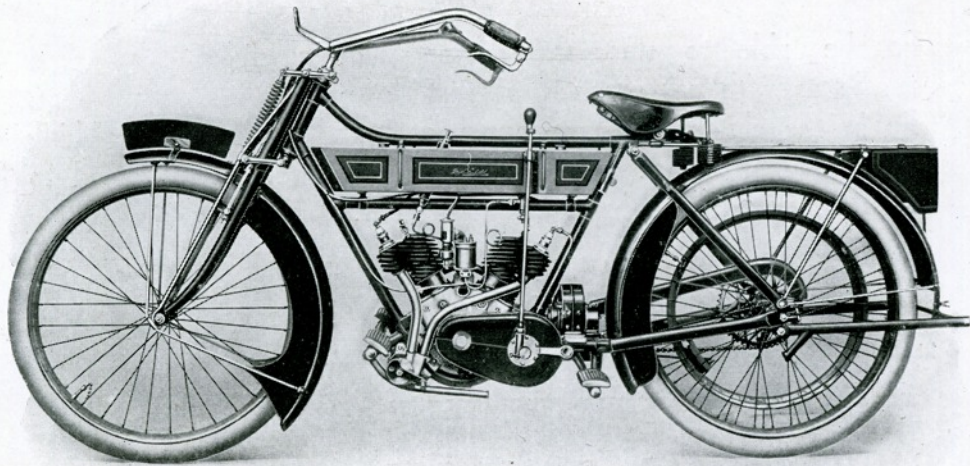
The Single-Speed $2\frac{3}{4}$ -h.p. Chain Driven Model.

This machine is modelled on the same lines as the above, but is of

the single gear variety. It is simply controlled, its details can be mastered by the veriest novice in a short time, and it has the advantage of being light in weight, cheap in upkeep, and extremely easy to start. Exhaustive tests extending over 12 months have convinced us of the superiority of the chain drive—the trouble of stretching and slipping belts being dispensed with. The power of the engine is transmitted through an effective slipping clutch on the engine shaft, absorbing the shocks caused by the explosions in the motor, and making the machine equally as flexible and light on tyres as a belt drive. An intermediate shaft, revolving on ball bearings is employed in the bottom bracket to reduce the gear, and Hans Renold chain to transmit the power to the back hub.

We ask for a careful perusal of the specifications, lists of successes and opinions of the press and owners of Royal Enfields given in this book, and shall be pleased to answer any enquiries directed to us.

We have only to add that the careful attention to detail, close inspection of component parts during process of manufacture and use of the best materials by skilled workmen, which have so enhanced the reputation of Royal Enfield products in the past, will be strictly adhered to in the future.

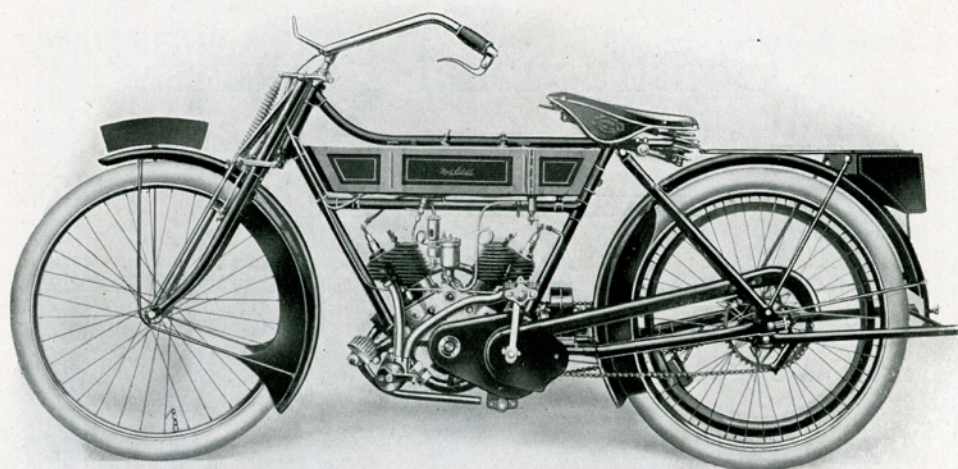


TWO SPEED AND FREE ENGINE 2 $\frac{3}{4}$ h.p., ROYAL ENFIELD LIGHTWEIGHT.

Specification—Model No. 160.

- ENGINE** - - - - Royal Enfield Twin Cylinder "V" Pattern, bore and stroke 54 × 75 m/m, producing 2 $\frac{3}{4}$ -h.p.—mechanically operated inlet valves, adjustable tappets, large silencer with cut-out. Lodge plugs (British made.)
- TWO SPEED & FREE ENGINE MECHANISM** - - - Royal Enfield exclusive design (patents applied for); internal clutch type, handle starting.
- TRANSMISSION** - Hans Renold Chain.
- IGNITION** - - - - Bosch Magneto, shaft driven, waterproof terminals.
- CARBURETTOR** - Brown & Barlow Lightweight.
- TANK** - - - - - Two compartments—capacity: petrol 1 gallon; oil, 1 quart.
- PETROL CONSUMPTION** - About 100 miles to gallon.
- FRAME** - - - - - 19 $\frac{1}{2}$ in., long wheel base, exceptionally strong, fitted with two pairs of foot rests and spring forks (registered design).
- TYRES** - - - - - Dunlop Studded 26in. × 2in.
- MUDGUARDS** - Strong and wide, plain section, with front extension and side shields.
- CARRIER** - - - - Very light, made of specially strong steel tube.
- STANDS** - - - - - For Front and Back Wheels.
- HANDLEBAR** - - - Shaped to give comfortable riding position—carburettor control and lamp bracket integral with bar; concealed cables.
- BRAKES** - - - - - Powerful front rim actuated from handlebar, and rear pedal brake.
- SADDLE** - - - - - Brook's 130/3.
- TOOL BAG** - - - - Strong, conveniently placed beneath carrier, full set of tools in roll-up.
- FINISH** - - - - - Enamelled Naval Grey; usual parts heavily plated.
- WEIGHT** - - - - - Approximately 125 lbs.

Price, net cash, 50 Guineas.



SINGLE SPEED CHAIN DRIVEN $2\frac{3}{4}$ h.p. ROYAL ENFIELD LIGHTWEIGHT.

Specification—Model No. 150.

- ENGINE - - - - Royal Enfield Twin Cylinder "V" Pattern, bore and stroke 54×75 m/m, producing $2\frac{3}{4}$ -h.p.—mechanically operated inlet valves, adjustable tappets, large silencer with cut-out. Lodge plugs (British made.)
- TRANSMISSION - Hans Renold Chains.
- IGNITION - - - - Bosch Magneto, shaft driven, waterproof terminals.
- CARBURETTOR - Brown & Barlow Lightweight.
- TANK - - - - - Two compartments—capacity: petrol, 1 gallon; oil, 1 quart.
- PETROL CONSUMPTION - About 100 miles to gallon.
- FRAME - - - - - $19\frac{1}{2}$ in., long wheel base, exceptionally strong design, fitted with foot rests and spring forks (registered design).
- TYRES - - - - - Clincher Motor Cycle, 26in. \times 2in.
- MUDGUARDS - Strong and wide, plain section, with front extension and side shields.
- CARRIER - - - - Very light, made of specially strong steel tube.
- STANDS - - - - - For Front and Back Wheels.
- HANDLEBAR - - - Shaped to give comfortable riding position; carburettor control and lamp bracket integral with bar; concealed cables.
- BRAKES - - - - - Powerful front rim actuated from handlebar, and rear pedal-brake.
- SADDLE - - - - - Motor cycle, specially designed, with large seat and strong springs.
- TOOL BAG - - - - Strong, conveniently placed beneath carrier, full set of tools in roll-up.
- FINISH- - - - - Enamelled Khaki; usual parts heavily plated.
- WEIGHT - - - - - Approximately 120 lbs.

Price, net cash, 41 Guineas.

Model 155—As above, but equipped with Dunlop Studded Tyres and Brooks' 130/3 saddle,

Price, net cash, 43 Guineas.

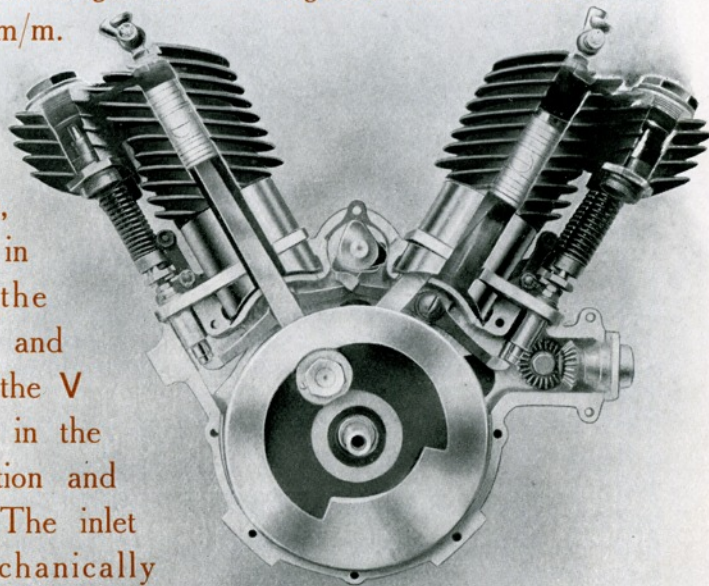
Constructional Features.

Royal Enfield Engine.

CYLINDERS. The $2\frac{3}{4}$ h.p. Royal Enfield Engine has two cylinders set at an angle of 60 degrees, with a bore and stroke of 54×75 m/m.

VALVES.

The valves, which are interchangeable, are of a large area in proportion to the cylinder capacity, and being set outside the V of the engine are in the best cooling position and very accessible. The inlet valves are mechanically operated, a point which makes for high efficiency.



VALVE TAPPETS. The valve tappets are adjustable and operated from a camshaft by long rocking levers; this prevents side thrust, and the power required to open the valves is therefore reduced to a minimum.

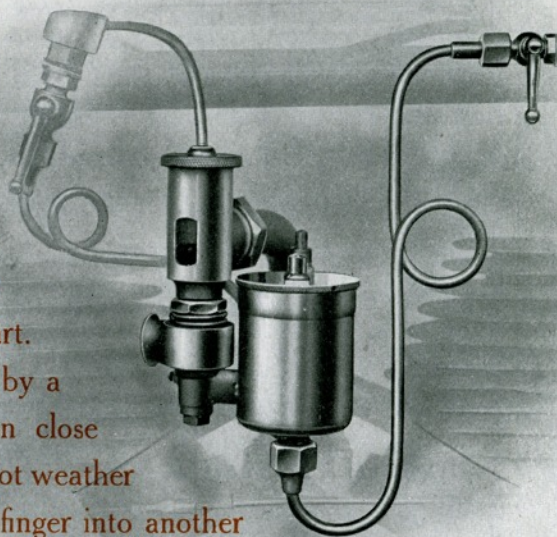
PISTONS. The pistons, which are very light, are fitted with two rings, both at the top, and oil grooves at the bottom.

THE GUDGEON PIN. Both ends of this are tapered and fit into taper seats in the piston. It is there held in position by a pin passing through its centre (secured by a nut).

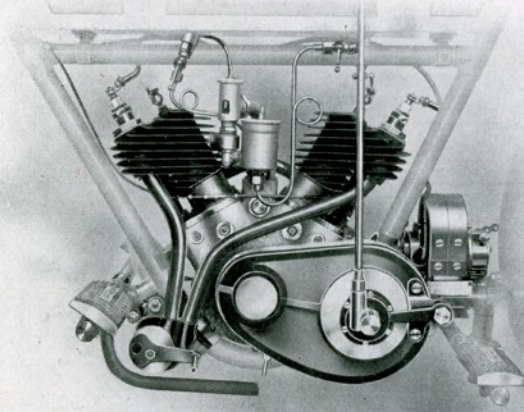
MAGNETO. The magneto fitted is of the famous Bosch manufacture and its driving is effected by a horizontal shaft (in line with the machine) which has a universal joint, and which receives its motion from a bevel pinion running off the 2 to 1 gear. This method renders the magneto very accessible and it is easily and quickly removed from the machine without disarranging the timing or interfering with the engine.

OIL PUMP. An oil pump is fitted in the centre of the tank, and inclined towards the rider in a position easily reached. A non-return ball valve is used in the pump, and a tap is also fitted which may be turned off to prevent oil leaking into the crank case should the machine be left standing for any length of time.

CARBURETTOR. Brown & Barlow's Lightweight Carburettor is fitted in such position that every part is readily accessible. The jet may be changed or removed for cleaning purposes in a few seconds without disarranging any other part. The hot air inlet is held by a spring washer in a position close to the front cylinder; in hot weather it may be turned with the finger into another direction to take cold air if required. A quarter turn of the top cap allows the throttle and extra air **D** valves to be readily withdrawn for inspection.



Royal Enfield 2-Speed Gear and Free Engine.



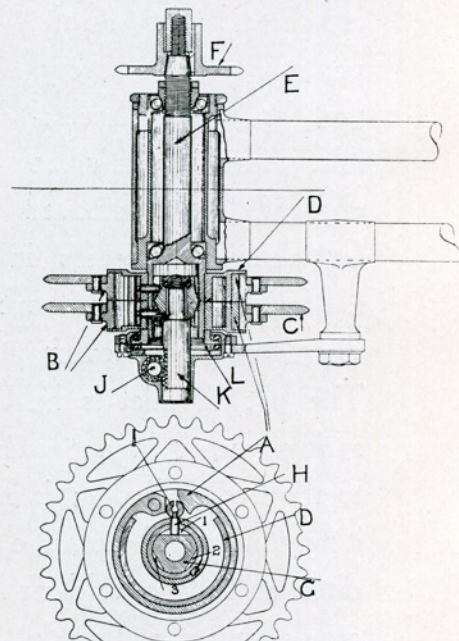
The Royal Enfield 2-Speed Gear is of the internal expanding clutch type, a method which is universally recognised as being the simplest and most reliable yet devised.

The power is transmitted by two chains (on the left side of the machine) from sprockets on the engine shaft, one for each gear, to a counter shaft in the bottom bracket, which contains the 2-speed mechanism. The drive from the counter-shaft to the back wheel is by a chain on the other side of the machine, which allows of a narrow chain line.

Midway between the two gears is the free-engine position, which has to be passed through to engage either gear. The drive through both gears is direct, thus obviating that friction which is created when running through gear wheels.

The gear is readily adjustable, the only attention it requires being occasional lubrication with special oil which we supply for the purpose (see page 15).

EXPLANATION of DIAGRAM. Either gear is brought into action by expanding the hardened steel bands A into one of the drums B, also of hardened steel, and to which the chain wheels C are fixed.



ROYAL ENFIELD PATENT TWO SPEED
AND
FREE ENGINE GEAR

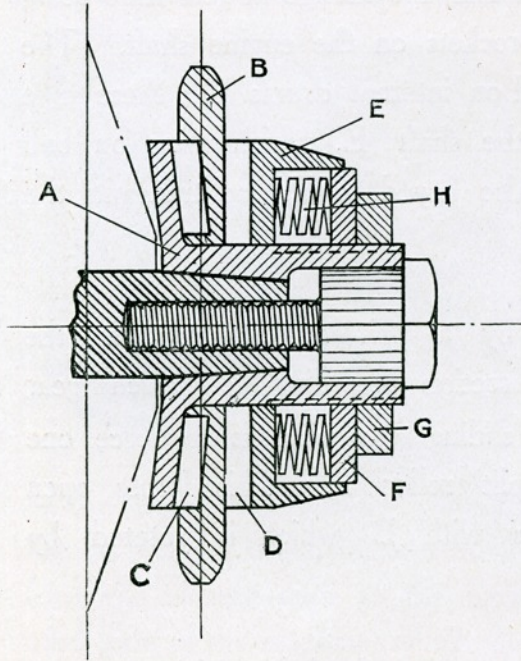
These wheels C are of equal size, the change in gear ratio being effected by different sized sprockets on the engine shaft. The expanding bands A are carried on internal drums D ; these take the drive and are keyed to the shaft E, which runs on ball bearings. The sprocket F is also keyed to E, and transmits the power to the back wheel.

The clutches are engaged by a pair of cams cut in the block G, sliding in either direction according to which gear is required. The action of sliding the cam is to force one of the pegs H against a split roller I. This forces open the band A and it engages with B which is rotated by the engine.

The roller I being split allows the clutch to pick up very smoothly. The block G, containing the cam is moved by a rack J, and pinion K, operated by a vertical shaft and lever from the top of the tank. Three pairs of cams, numbered 1, 2, 3, are cut in G, each being .005" higher than the one before it. Should any wear take place, it can be adjusted by engaging the next pair of cams, which is but the work of a few minutes. There is no thrust on the bearings when either in gear or free engine ; thrust occurs only when the clutches are being engaged or released ; that is only momentary, and is taken up by a ball thrust L.

The guarding is particularly neat in appearance, easily attached and detached, and effectively protects the gear from wet or dirt. It is made with sufficient clearance to prevent the chains from striking against it.

ROYAL ENFIELD CHAIN SPROCKET AND SLIPPING CLUTCH



The method employed to absorb the sharp kicks caused by the engine explosions, in no small measure accounts for the success of the Royal Enfield chain driven motor cycle.

A is a bush mounted on the engine shaft. B is the engine sprocket, which may revolve on the bush between friction washers C and D.

E is the spring box containing twelve springs, held in position by the washer F and nut G.

The members E and F are so arranged that they may slide, but not revolve, on the bush A, therefore compression is always direct. When properly adjusted, the sprocket "slips" between the friction washers just sufficiently to absorb the explosion shocks and immediately takes up the drive. The action is perfectly smooth and without jar. The device used on the two-speed model is similar, the difference being that two sprockets are necessary.

"ROYAL ENFIELD" FREE HUB. On Single Speed Machines the free wheel mechanism is contained inside the back hub, where dirt and mud cannot affect it.

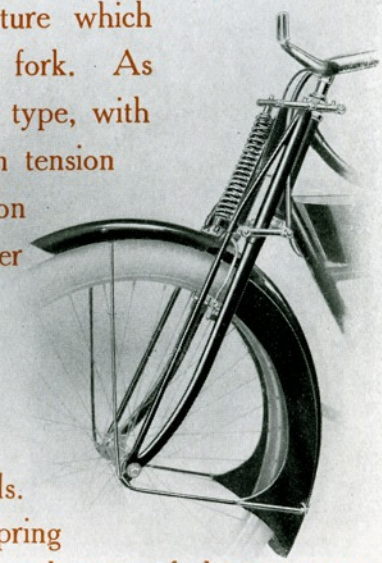
The Single Speed machine has an eccentric in the bottom bracket for the purpose of adjusting the chain from the engine to counter-shaft. The driving chain from the counter shaft to the back wheel is adjusted in slotted fork ends. The crank axle runs in a plain bearing which prevents the pedals revolving when the engine is running.

FRAME. Many years experience of cycle building has enabled us to produce a Motor Cycle frame which is unique in its strength, lightness and elegance of design. It is built low enough to enable the rider, when in the saddle, to place both feet on the ground.

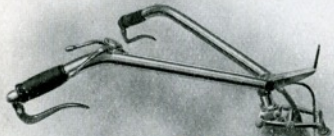
“ROYAL ENFIELD GIRDER SPRING FORK.”

Registered No. 25522/10. A feature which calls for special attention is our spring fork. As the illustration shows, it is of the Girder type, with one spring in the centre which acts in tension when receiving a shock and in compression when taking the recoil. In this manner the machine is at all times floating on the spring, and all road shocks are most effectively absorbed, thus making the machine most comfortable and easy to drive even over the roughest roads.

Though light the Royal Enfield Spring Fork has withstood tests which prove it to be one of the strongest on the market.

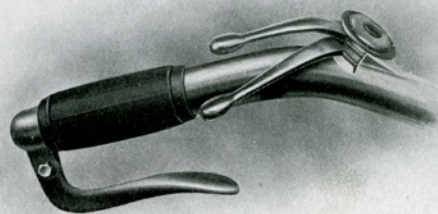


CLEAN HANDLEBAR. The absence of unsightly cables and clips on the handlebar is a notable feature. The whole of the Control Cables are carried inside the bar as far as the head, where they emerge and are contained in a single housing of flexible tube.

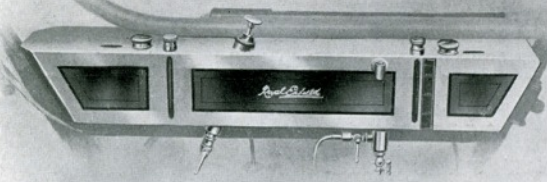


CONTROL. To add to the efficiency and clean appearance, the body of the control and the lamp bracket are integral parts of the bar.

The front rim brake and exhaust valve lifter are operated by inverted levers under the handlebar.



The ignition is advanced by a lever on the right hand side of the tank, in a most convenient position to operate.



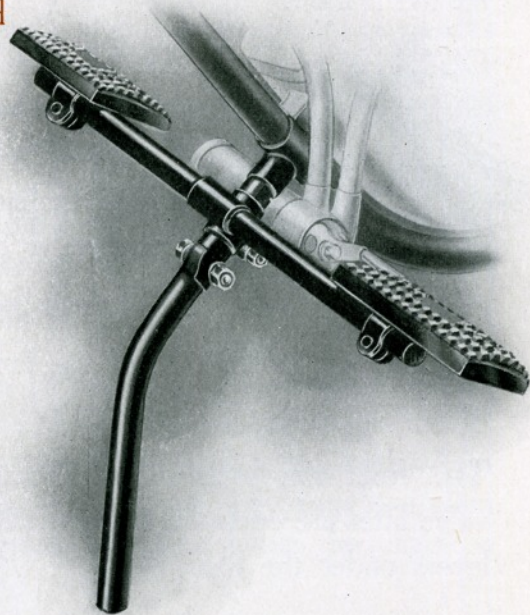
TANK. The tank is now attached to the frame by two lugs brazed to the middle tube (our registered design). The weight being supported from the bottom enables us to make the joint at the top, thus obviating any possibility of leakage.

A most effective Petrol Filter is fitted; any dirt in the petrol sinks to the bottom of the filter, where it can be readily drained through the tap provided for that purpose.

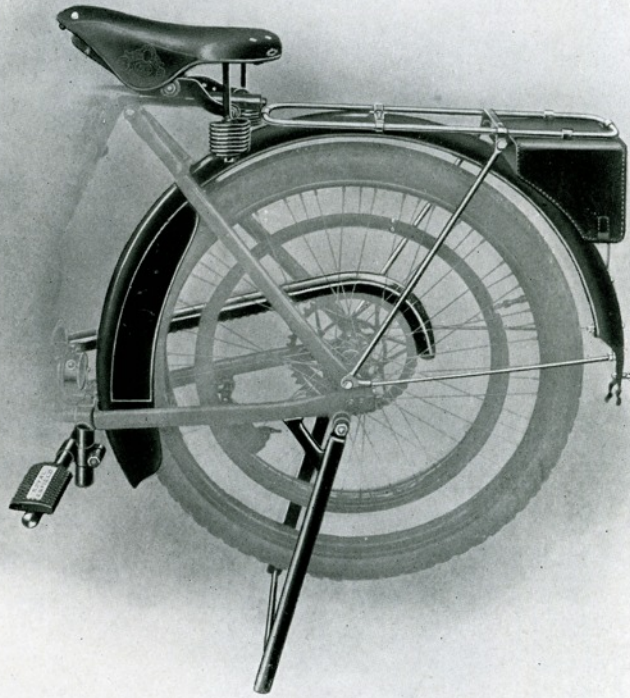
Improved gauge glasses are fitted for both petrol and oil.

BRAKES. All machines are provided with a Foot Brake actuating on a special rim fitted to the right hand side of the back wheel, and also a powerful Front Rim Brake operated by an inverted lever from the handlebar.

FOOTRESTS AND FRONT WHEEL STAND. The Footrests are adjustable and fitted with substantial rubbers. On the strut which carries the footrest is hinged a front wheel stand, which when not in use is carried neatly beneath the engine.

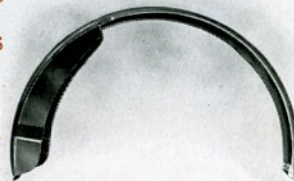
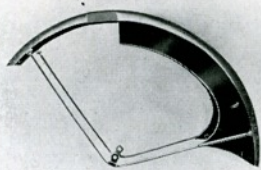


BACK STAND. This is both light and strong; the ends are made sufficiently wide to allow the back wheel to be removed without disconnecting any other part of the machine.



CARRIER is made of best weldless steel tube, light but exceedingly strong—and is of large area.

MUDGUARDS. Our front Mudguard has always been made with side shields and, as will be seen from the illustration, part of the back Mudguard is similarly fitted. This prevents dirt or mud being thrown off the back wheel on to the



engine or magneto, so dispensing with the necessity of any other form of protection and leaving the magneto perfectly accessible.

OIL CANS. Two Cans are provided, attached to the frame by a neat clip situated behind the tank, one for paraffin and the other for lubricating oil.

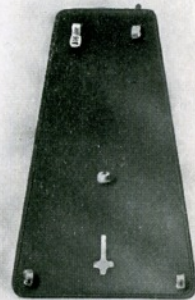


TOOL BAG. The Tool Bag is carried between the Carrier and Mudguard, leaving the whole of the Carrier free for luggage. This

bag is equipped with a complete set of Tools in a roll.

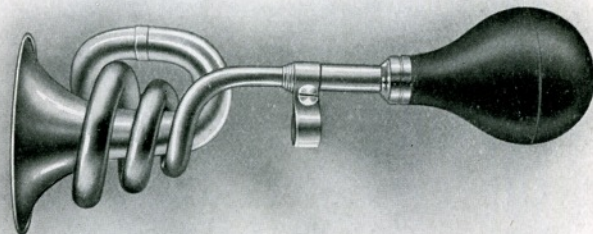
ROYAL ENFIELD MUD SHIELD. This is designed for the further protection of the engine from mud and dirt when ridden in bad weather. It is strapped on to the front and back foot rests (under the machine) and in this position does not interfere with the cooling of the engine. It is very easily attached and detached.

PRICE 10/6

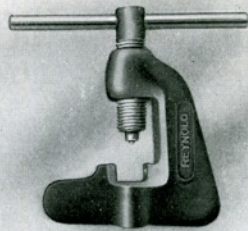


ROYAL ENFIELD WALLET is specially designed for those riders who prefer to carry their small parts in a separate receptacle. It is carried between the curve of the top frame tube and the tank. PRICE 5/-

ROYAL ENFIELD MOTOR HORN is of specially strong construction, has a deep and penetrating tone, and will be found to be a most effective road clearer.



PRICE 7/6 & 10/6
(according to size).



CHAIN RIVET EXTRACTOR.

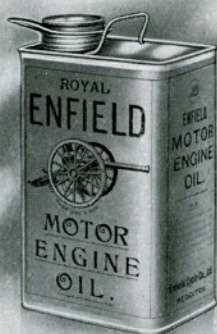
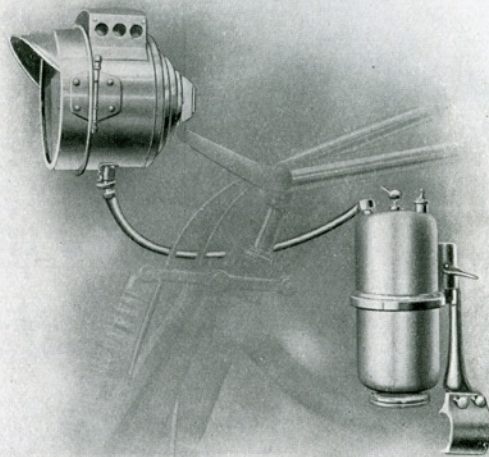
Of great service in removing rivets when shortening the chains.

PRICE 3/6

ROYAL ENFIELD ACETYLENE LAMP. Both lamp and generator are particularly well made, and we have no hesitation in thoroughly recommending them to Royal Enfield riders.

Complete with generator,
PRICE 30/-

Generator only PRICE 10/-

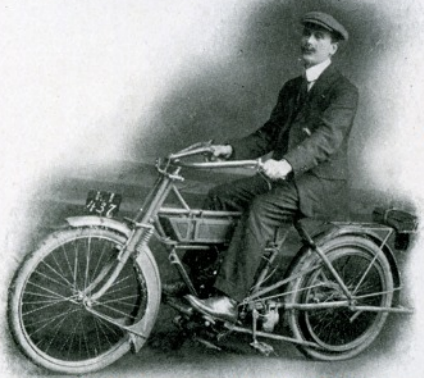


“ROYAL ENFIELD” CYLINDER OIL is specially prepared for us by one of the largest oil refiners in the country, and carries our special recommendation for use in the cylinders and two speed gear of “Royal Enfield” Motor Bicycles.

PRICE 1/6 per quart tin.

Testimony of Royal Enfield riders.

A pleasing feature of our business is the many letters of appreciation which we are constantly receiving from clients. The following extracts from a few of these are typical of the trend of public opinion.



Mr. W. Jacques, who with Mr. Hughes constituted the team which made so signal a success in the Dublin and District M.C. Reliability Trials.

"Nothing to Think About."

LIEUT. HARRY T. BENNETT, R.N.,
of H.M.S. Triton, writes to "Motor Cycling."

"Having ridden an Enfield Motor Cycle since June and having completed nearly 3,000 miles without any mechanical failure, I feel that I am justified in making a few remarks as to my experience with this machine. I have climbed many a hill without pedalling on the Enfield that has balked me on a 3½ h.p. machine. For a novice there is nothing to think about except to oil the machine every six or seven miles and prevent exceeding the speed limit. On several occasions I have reached a speed of 42½ miles by Cowey Speedometer on the level, and have been able to ride so slowly that a person could actually walk alongside the machine."

"Glides over Hills like a Bird."

J. A. RUTHERFORD, Esq.

"There are some exceedingly long and steep hills in this vicinity and the machine simply glides over them like a bird. I consider it perfectly marvellous that so fine a machine can be produced at the price."

"Hill Climbing Capabilities Astonishing."

W. H. SNAPE, Esq., Darwen.

"I have ridden motor cycles of all kinds this past nine years but can truthfully say that none have compared with the Royal Enfield for comfort, speed, flexibility, ease of control, etc. The hill climbing capabilities of so small a powered machine are astonishing."

"Low Petrol Consumption."

C. P. FINN, Esq., writes to "Motor Cycling."

"I have on two occasions travelled 200 miles on less than two gallons of petrol, while the smooth running of the twin makes riding extremely comfortable."

"Splendid Hill Climber."

H. W. STEWART, Esq.,
Hackers Hotel, Plymouth.

"I take this opportunity of saying how much I like your Royal Enfield, which is strong without being too heavy, is a splendid hill climber, and altogether runs very sweetly. I like it better than any other machine I have seen."



Mr. C. P. Finn, winner of the Seven Guinea Trophy put up by the Pontefract M.C.

Testimony of 'Royal Enfield riders—Continued.

“Ideal Mount in every way.”

D. M. MOHR, Esq., Millbrae Crescent, Glasgow.

“The machine is very comfortable, and is an ideal mount in every way.”

“Never Failed Me Once.”

A. WARD, Esq., Little Harrowden.

“I might say how well pleased I am with my Royal Enfield. . . . It has never failed me once. I have ridden it two months now every day, and I have never touched a wrench on it yet.”



Mr. A. J. Gilpin, whose splendid performance in the London to Edinburgh and Back Trials secured a Gold Medal.

“The Simplest and Most Pleasant Form of Motor Cycling.”

W. GLENESK, Esq., Langside, Glasgow.

“I cannot let the opportunity pass without commenting on the pleasure I had in riding it (Royal Enfield Lightweight). As you know I am fairly heavy, being about 16½ stones weight, and have a good knowledge of motor cycles of various makes and powers, but this production of the Enfield Company beats them all for sweetness of running, flexibility of engine, silence, ease of steering and simple control. I sampled all conditions of roads, viz., dry, wet, greasy, and even Glasgow's own particular tricky greasy mud without the slightest symptoms of side slip. I can with confidence recommend the Enfield to anyone who wishes to try motor cycling in its simplest and most pleasant form.”

“Easy to Control in Traffic.”

E. M. REDFERN, Esq., Birmingham.

“As a motorist for the last ten years, in which I have owned and ridden ten motor cycles, I have never met with a motor cycle which has given me so much pleasure to ride; its comfort, speed, quiet running and reliability are a few of its good points. I am sure it supplies a long felt want, viz., a lightweight machine easy to control in traffic with a good turn of speed when required.”

“The Talk of All.”

S. HOSFORD, Esq., Cork.

“My Enfield was the talk of all, and many were the questions asked.”

“Handiest and Most Efficient Machine.”

ERNEST TURNER, Esq., Stourbridge.

“I am pleased to say that the little Enfield is the handiest and most efficient machine I have had in an experience of over ten years. I am entirely pleased with the machine, which is wearing very well indeed.”



Mr. H. Greaves, who rode his Royal Enfield through the A.C.U. Six Days' (Land's End to John O'Groats) Trials without a single mechanical trouble, securing full marks and Gold Medal.

Testimony of Royal Enfield riders—Continued.

“No Trouble.”

H. MARRIOTT, Upper Parkstone.

“I have just arrived home after my holidays and I must tell you I am very pleased with the Royal Enfield Motor Cycle. I did not have a bit of trouble all through.”

“Power in Hill Climbing is a Marvel.”

HENDERSON BROS., Stirling.

“Simply delighted with its capabilities, its power in hill climbing is a marvel. It is easily handled and so flexible that in our opinion it is the triumph of motor cycles.”



*Mr. W. J. Hughes,
a successful competitor in the Dublin
and District Reliability Trials.*

“Working Parts as New After 3,300 Miles.”

H. SILCOCK, Esq.,
Surveyor to Blackwell Rural D.C. Mansfield.

“This is my fourth Motor Bicycle in ten years, and it is the first one to take me up a hill in this district, 770 yards with a rise of 200 feet. No more heavy weights thank you. During the last ten weeks your little machine has carried me upwards of 3,000 miles by measure without a single hitch, and the working parts are as new. I had the engine examined when they had done 3,300 miles.”

“Easy to Start and Control.”

C. P. FINN, Esq., Castleford.

“Its power on hills, its silent running, and its speed when required astonished not only myself, but all who have seen it. The machine is easy to start and control, and flexible to a degree.”

“Combines a High Degree of Efficiency and Comfort.”

REV. T. W. L. CASPARSZ, R.N., Plymouth.

“I am pleased to say that my Royal Enfield Lightweight is giving the greatest satisfaction. It is impossible to speak in too high terms of it. It is very speedy on the level, an excellent hill climber, clean and comfortable to ride. It runs very silently and without vibration. You are to be congratulated on having produced a machine which combines such a high degree of efficiency and comfort.”



*Mr. S. Hosford,
who made a non-stop run in the
Cork to Killarney and back Trials.*

Opinions of the Press.

The following are taken from writings of some of the best known contributors to Motor Cycle journalism; these, added to [the] testimony of riders, fully justify the claims for efficiency, reliability, etc., which we make for the Royal Enfield Lightweight:—

MOTOR CYCLE.

“ Taking out the change speed pattern first, the easy way in which it started could not fail to impress anyone. A starting handle is fitted to the right hand of the countershaft, but the engine commenced to fire at a walking pace with the lower gear engaged; if necessary, the change speed handle can be moved to the free engine position and a start effected from a standstill The smoothness of running experienced with the machine is in a great manner due to the spring clutch on the engine shaft, which worked perfectly, and rendered retardation at corners and acceleration immediately after quite simple and easy. On up grades the machine opened out beautifully, and generally drove as if it was fitted with a belt.

Returning to the works, we tried the single speed chain driven model, and found it exactly the same as the two speed so far as the sweetness of transmission was concerned ”

MOTOR CYCLING.

“ Altogether the Enfield exhibit is a most attractive one and full of novelty, which should appeal to the prospective purchaser of a lightweight Motor Bicycle. The new engine, with simplified and accessible valve position, a new type of spring forks in conjunction with one of the neatest looking handlebars in the whole of Olympia, November 1910, and the kick-up stand are all taking points.”

MOTOR CYCLE.

“ It may be safely said that the new Enfield Twin Lightweight is one of the most interesting little machines in the Show. (Olympia, November, 1910.)

BICYCLING NEWS.

“ This lightweight Motor Bicycle (the Royal Enfield) is becoming more and more popular the longer and better it is known, and one of our staff, who has had much riding on it and a lot of experience of other makes during the last seven years, declares it to be one of the best and handiest machines upon the market at the present time there certainly is no machine that can be more deftly managed at times of emergency than the Royal Enfield. The fame it has gained upon the road has been considerably enhanced by its success in all sorts of tests and trials in competition.”

DAILY TELEGRAPH.

“ The Royal Enfield Motor Cycles are entirely worthy productions that can scarcely fail to enhance the high respect with which everything emanating from the Enfield Works is regarded Another feature that should make a strong appeal to the average rider is the simplicity of the machine. In both starting and control it could scarcely be surpassed in this respect.”

MOTOR CYCLING.

"The further I went the more I admired the mudguarding devices on the front wheel. This struck me as being an excellent feature of the little machine. An excellent feature of the engine was its entire freedom from knocking. Not once in 200 miles did I hear it conk. It was a splendid little thing to drive. . . . In looking over the little engine the extraordinary cleanliness of the crank case struck me at once."

SCOTTISH CYCLIST.

" One of the smartest on the market. . . . "

BICYCLING NEWS.

"Probably no other machine on the road receives more general admiration than the Royal Enfield."

IRISH CYCLIST.

"Fully equipped in every respect. Compact little machine."

CONSTABULARY GAZETTE.

"The speed and reserve of this machine are simply wonderful. It starts easily, its vibration is nil, the seat is comfortable, and the whole machine is a desirable one in every way."

WAR OFFICE TIMES.

"We have no doubt whatever that the Royal Enfield Lightweight Motor Cycle is the best upon the market. It is made of the best materials, soundly constructed and finished in splendid style, The ideal Motor Cycle."

CONSTABULARY GAZETTE.

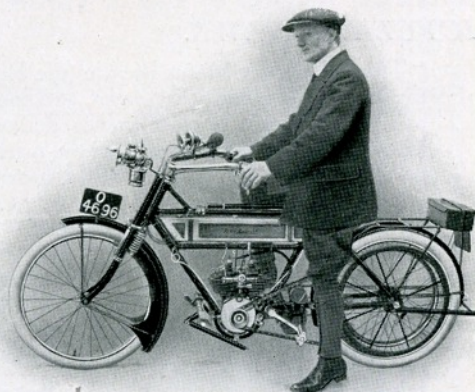
"The Royal Enfield Motor Bicycle is certainly one of the neatest and lightest twin cylinder Motor Bicycles on the market the engine is beautifully made "

EMPRESS.

"Of course the Enfield Cycle Company has moved with the times—that was to be expected—and added to its high reputation by producing the Royal Enfield Lightweight Motor Cycle one of the lightest twin cylinder Motor Cycles on the market. The Enfield Cycle Company has a private track at Redditch on which new machines are tested before being taken for a run on the road and tried on the stiff hills in the neighbourhood."

EXCHANGE & MART,

The new lightweight Enfield Motor Cycles are of a distinctly neat appearance; they are, we understand, very speedy This firm adopts a particularly neat method of driving their magnetos an extremely silent method does away with a great deal of the humming so often heard on such engines."



Mr. F. Whitworth, the rider of the Royal Enfield which made fastest time in the Sutton Coldfield A.C. Speed Trials (Lightweight Class).

A few of the recent successes
secured on Royal Enfields.

A.C.U. April Quarterly
Trials, April 20th, 1910.

Two Royal Enfields
entered, both made
non-stop runs.

A. C. U.
Six Days' Trials,
Lands End to
John O'Groats,
July 3-9th, 1910.

Royal Enfield
received maximum
marks for reliability,
appearance, accessibility,
etc., and Secured
Gold Medal.

M.C.C. London to Edinboro' Reliability Trials, May 13-14th, 1910.

Two Royal Enfields (privately entered, owned and ridden) Secured
Gold Medals.

London to Edinburgh and Back, May 13-16th, 1910.

One Royal Enfield took part (privately entered, owned and ridden)
and Secured Special Gold Medal.

Sutton Coldfield A.C. Speed Trial, July 18th, 1910.

Light-weight Class—Privately owned and ridden Royal Enfield made
fastest time.

A.C.U. July Quarterly Trials, July 23rd, 1910.

The two Royal Enfields entered by us made non-stop runs.

Redditch and District M.C.C. Hill Climb, May 4th, 1910.

Royal Enfields secured 1st and 3rd places on formula.

Norwegian (Bergen) Exhibition, 1910.

The Royal Enfield, for all round Excellence, was **Awarded Gold Medal.**

Dublin and District M.C. Reliability Trial, Aug. 1st, 1910.

The two Royal Enfields entered made greater aggregate of marks than any other team and both **Secured Silver Medals.**

Cork to Killarney and Back, Aug. 1st, 1910.

The only Royal Enfield entered made **non-stop run.**

Northern League of Motor Cyclists' Hill Climb, Aug. 8th, 1910.

The only Royal Enfield entered made fastest time in its class, was 1st on formula. and **secured Gold Medal.**

Redditch and District M.C.C. Reliability Trial, Aug. 20th, 1910.

Royal Enfield—only Machine entered which obtained full marks—**Awarded Silver Medal.**

Pontefract M.C. Reliability Trial, Sept. 15th, 1910.

Royal Enfield secured 1st place, securing **Seven Guinea Trophy.**

M.C.C. 24 Hours' Winter Trials, Dec. 26th, 1910.

The only Royal Enfield which took part, completed the double journey (London to Exeter and back) within schedule time and was **Awarded Gold Medal.**

A.C.U. January Quarterly Trials, Jan. 28th, 1911.

Royal Enfield made **non-stop run** and **Obtained First Class Certificate.**

Leicester and District M.C. Reliability Trial.

Royal Enfield privately owned and ridden **made non-stop run.**



Guarantee.

We give the following guarantee with our motor cycles instead of the guarantee implied by statute, or otherwise, as to the quality or fitness of such machines for the purpose of motor cycling; any such implied guarantee being in all cases excluded. In the case of machines which have been used for "hiring out" purposes, or in respect of which our Trade Mark 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 three months only from the date of purchase, and the damages for which we make ourselves responsible under this guarantee are limited to the replacement of any part which may have proved defective.

WE UNDERTAKE, subject to the conditions mentioned below, to make good at any time within three months any defects in these respects. As motor cycles are easily liable to derangement by neglect or misuse, this guarantee does not apply to defects caused by wear-and-tear, misuse, or neglect.

Any motor cycle sent to us to be plated, enamelled, or repaired, will be repaired upon the same conditions as if it were a new motor cycle, *i.e.*, we guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of material and workmanship, such guarantee to extend and be in force for three months only from the time such work shall have been executed, and this guarantee is in lieu and in exclusion of any common law or statute warranty, 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, it must be sent to us, carriage paid, and accompanied by an intimation from the sender that he desires to have it repaired free of charge under our guarantee, and he must also furnish us at the same time with the number of the machine, the name of the agent from whom he purchased, and the date of the purchase.

Failing compliance with the above, no notice will be taken of anything which may arrive, but such articles will lie here at the risk of the senders; and this guarantee, or any implied guarantee, shall not be enforceable.

We guarantee only those machines which are bought either direct from us or from one of our duly authorised agents, and under no other conditions.

We do not guarantee the specialities of other firms, such as: tyres, saddles, chains, lamps, bells, etc., or of any component part supplied to the order of the purchaser differing from our standard specification, supplied with our motor cycles or otherwise.

The Term "Agent"

is used in a complimentary sense only, and those firms whom we style our agents are not authorised to advertise, incur any debts, or transact any business whatsoever on our account, other than the sale of goods which they may purchase from us: nor are they authorised to give any warranty or make any representation on our behalf other than those contained in the above guarantee.

CONDITIONS OF SALE. All goods are sold subject only to the Conditions of Guarantee given on page 23.

PAYMENT. The prices appearing in this catalogue are for net cash on delivery of the motor cycle at our Works. An invoice will be submitted to purchaser, on payment of which goods will be forwarded.

CARRIAGE. Carriage in all cases must be paid by the customer.

All goods are delivered free on rail at Redditch, and are signed for by the Railway Company as being received in good condition. The Railway Company then becomes the agents of the customer who should make immediate claims on the carriers in case of damage.

PACKING. Motor cycles are packed in specially constructed crates, which being charged at cost price are not returnable.

Crate for single Motor Bicycle	- - -	5/-
Case	„ „ „ for export	- 15/-

REPAIRS AND SUNDRIES. These cannot be booked; our terms being Net Cash on receipt of *pro forma* invoice.

Machine 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 sundries, customers are respectfully requested to quote the identification number for each part required, which will be found in our Spare Parts Catalogue; it is also desirable that the number of the machine, which will be found on seat pillar lug, and number of engine (which is stamped on left side of crank case) should in all cases be given.

Please mark communications "Motor Repairs and Sundries."

NOTE. We reserve the right to alter the prices, designs, specifications, etc., of any of the machines or parts in this catalogue, and to withdraw or substitute patterns without notice.