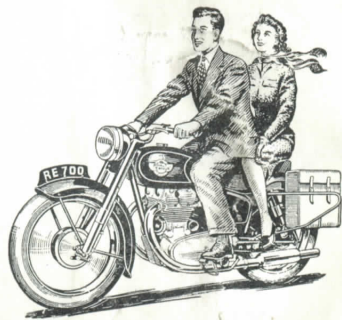




gn II"



M.98

"Super Meteor"



Bullet"



M.100

"350 Bullet"

THE
Royal Enfield

ADVERTISING
SERVICE

1956 SEASON

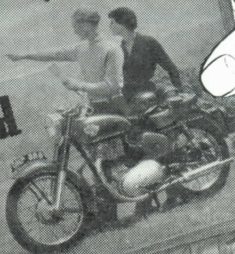
THE ENFIELD CYCLE CO. LTD.
REDDITCH, WORCS.,
ENGLAND



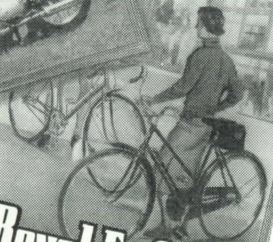
Always—

Royal
Enfield

MOTOR
CYCLES



Royal Enfield
BICYCLES

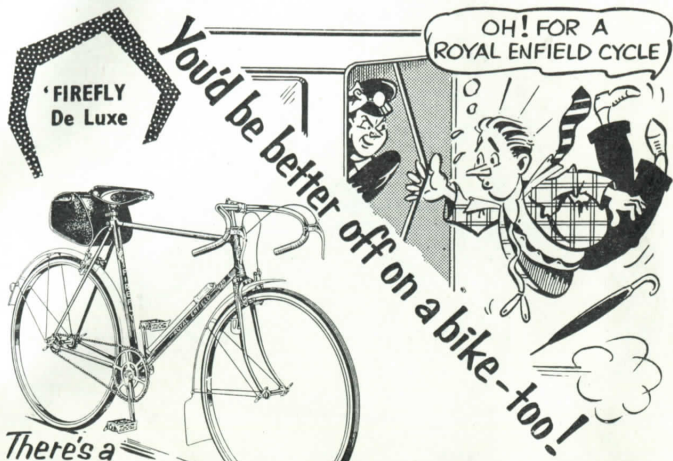


THE
BEST DEAL
FOR THE
BEST DEALERS!

In order to assist Royal Enfield Dealers in their local advertising, we are prepared to place at their disposal the facilities of our Stereo Service, Cinema Slides and Sales Leaflets. We are prepared to supply the foregoing items free of charge. Suggested prices for special requirements will be submitted upon receipt of details of requirements. Space to be employed. The advantage of this offer applies, quoting the reference number of the Stereo, Cinema Slide or Leaflet required, to:—

ROYAL ENFIELD CYCLE CO. LTD.
PUBLICITY DEPARTMENT, REDDITCH, WORCS.

FOR 4" DOUBLE COLUMN



There's a

Royal Enfield

to cope with every transport problem

— A COMPLETE RANGE ON SHOW AT YOUR LOCAL DEALERS —

YOUR NAME

Ref. No. C.19

FOR 4" DOUBLE COLUMN

WHATEVER YOUR

OURIST
DEL WT
e Luxe

pecially
if it's a

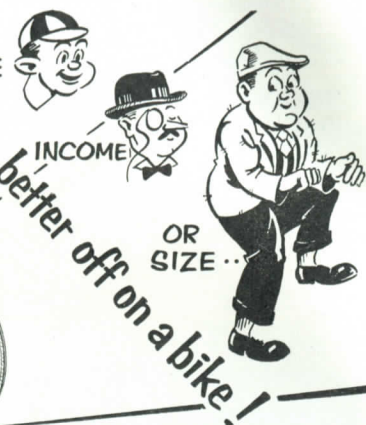
Royal Enfield

.. there's a model for every rider!

YOUR LOCAL DEALER TO SHOW YOU THE COMPLETE RANGE

YOUR NAME

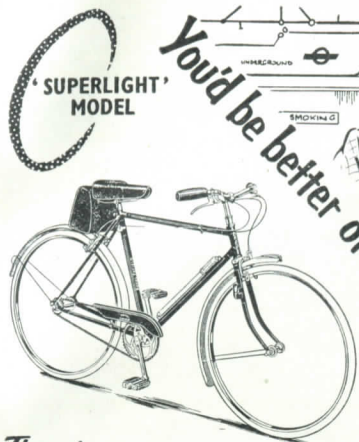
Ref. No. C.20



You'd be better off on a bike!



FOR 4" DOUBLE COLUMN



There's a

Royal Enfield

to cope with every transport problem

A COMPLETE RANGE OF MODELS ON SHOW AT

YOUR NAME

Ref. No. C.21

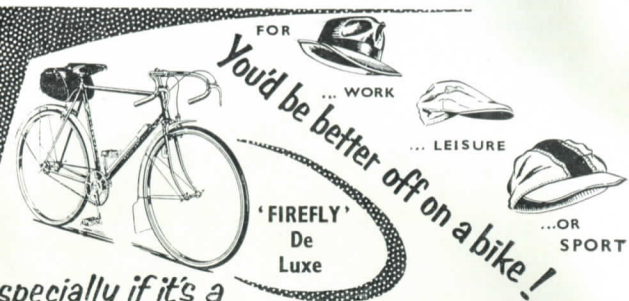
You'd be better off on a bike-too!

Keep to your own
of Pimetable
on a
Royal Enfield
CYCLE & M...

'SUPERLIGHT'
MODEL

SMOKING

FOR 3" DOUBLE COLUMN



especially if it's a

Royal Enfield

.. there's a model for every rider's needs!

A COMPLETE RANGE ON SHOW AT YOUR LOCAL DEALERS

YOUR NAME

Ref. No. C.22

FOR 3" DOUBLE COLUMN



especially if it's a

Royal Enfield

.. there's a model for every rider!

ASK YOUR LOCAL DEALER TO SHOW YOU THE COMPLETE RANGE

YOUR NAME

Ref. No. C.23

FOR 3" DOUBLE COLUMN



specially if it's a

Royal Enfield

.. there's a model for every rider's needs!

A COMPLETE RANGE OF MODELS ON SHOW AT.

YOUR NAME

Ref. No. C.24

FOR 4" DOUBLE COLUMN

YOUR NAME

take pleasure in inviting

all readers of the YOUR LOCAL NEWSPAPER

to see the latest **Royal Enfield** models at

YOUR ADDRESS

including the 'SUPER METEOR' Model shown here

The ideal luxury touring mount!

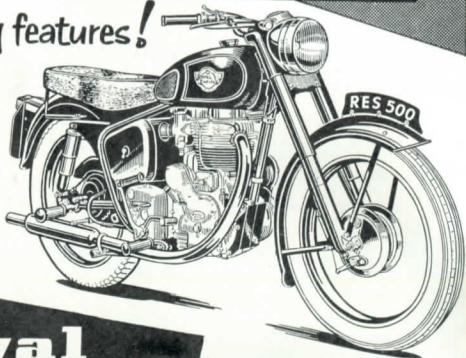
This advertisement is available featuring: "Super Meteor" Ref. No. M.72
"500 Twin" Ref. No. M.73

FOR 4" DOUBLE COLUMN

with a host of new eyetaking features!

Spotlight on

The 1956 500 BULLET



Royal Enfield

Styling & appearance plus that world famous reliability

NOW ON SHOW AT:

YOUR NAME

advertisement is available featuring: "500 Bullet" Ref. No. M.74
"350 Bullet" Ref. No. M.75

FOR 3" & 4" DOUBLE COLUMN

Top of its class!

WITH FULL MARKS FOR



- LOW INITIAL COST
- RELIABILITY
- LOW RUNNING COSTS
- ROAD HOLDING
- ADVANCED DESIGN
- COMFORT
- SUPERB FINISH

new 350 Clipper

Royal Enfield

NOW ON SHOW AT YOUR LOCAL DEALERS:

A '250' Version of the CLIPPER is also available

YOUR NAME

Ref. No. M.76

This advertisement is also available at 3" Double Column size
Ref. No. M.77

FOR 3" & 4" DOUBLE COLUMN

FOR THE RIDER WHO MUST HAVE
AN UP-TO-THE MINUTE
LIGHTWEIGHT ---



THE

'250 Clipper'

IS THE ANSWER!
NOW ON SHOW AT YOUR

**Royal
Enfield**

DEALERS SHOWROOM

50' Version of the
PER is also available

YOUR NAME

Ref. No. M.78

is advertisement is also available at 3" Double Column size
Ref. No. M.79

FOR 3" DOUBLE COLUMN



Going places?

GO easily ---

GO quickly..

GO cheaply...-

GO by

THE *New*
ENSIGN II
55mph. 120mpg.

WE HAVE THE LATEST

Royal Enfield

MODELS IN STOCK - CALL IN TODAY!

YOUR NAME

Ref. No. M.80

Royal Enfield
'made like a Gun'

Royal Enfield
'Made like a Gun'

Royal Enfield
'Made like a Gun'

Royal Enfield

Royal Enfield

Royal Enfield

Royal Enfield

Royal Enfield

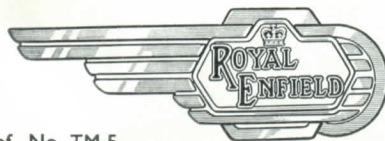
Ref. No. N.8



Ref. No. TM.3



Ref. No. TM.4



Ref. No. TM.5



Ref. No. TM.6

Ref. No. G.1



Ref. No. G.6



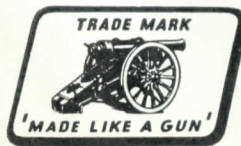
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Ref. No. G.5

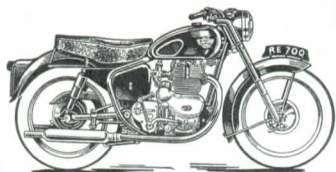


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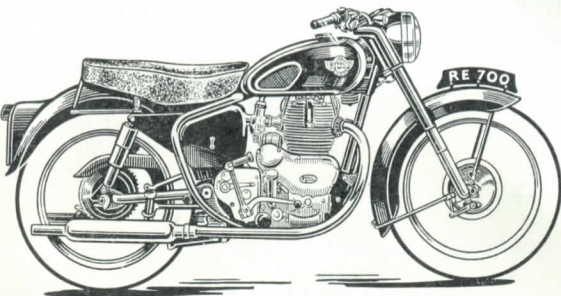


Ref. No. G.4





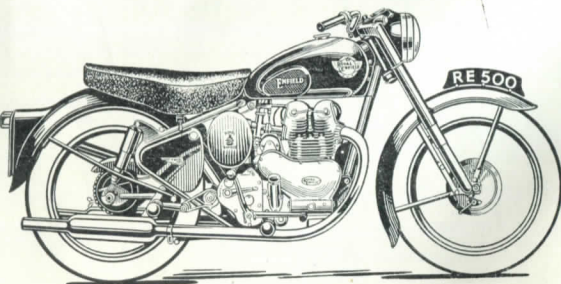
"Super
Meteor"



"Super
Meteor"



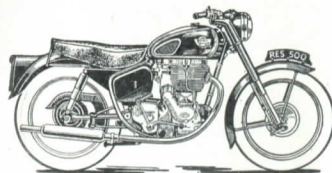
"500
Twin"



"500
Twin"

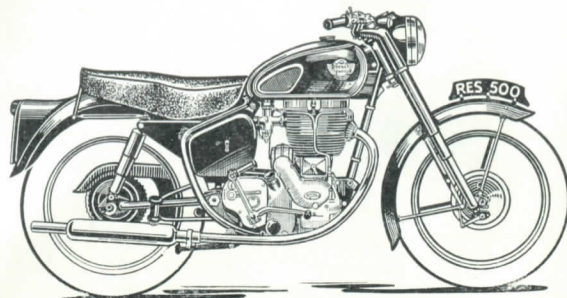
Ref. No.

M.85



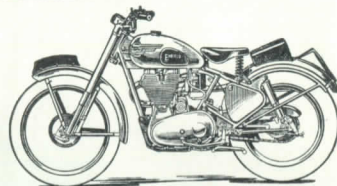
"500
Bullet"

M.86



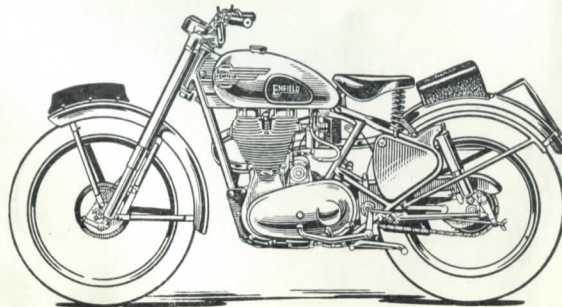
"500
Bullet"

M.87

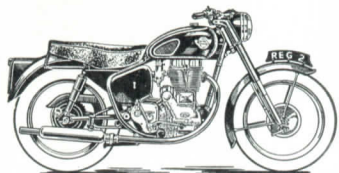


"Trials
Bullet"

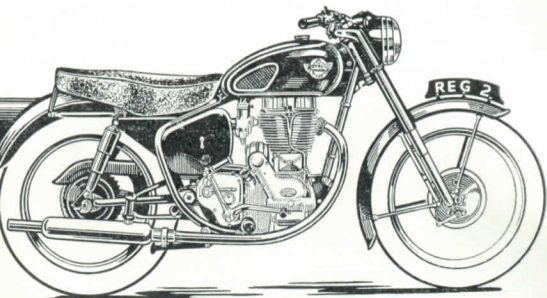
M.88



"Trials
Bullet"



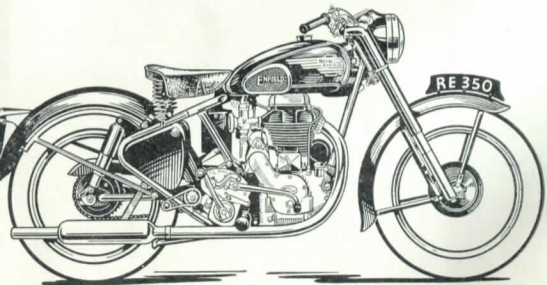
"350
Bullet"



"350
Bullet"



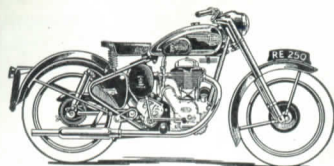
"350
Clipper"



"350
Clipper"

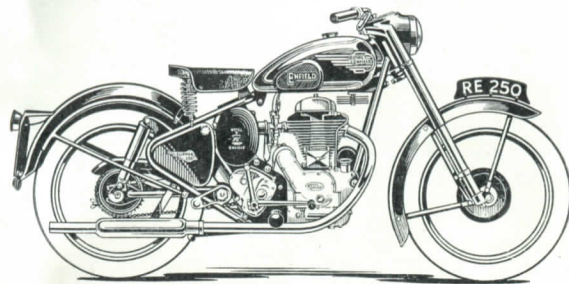
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M.93



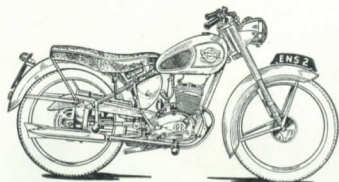
"250
Clipper"

M.94



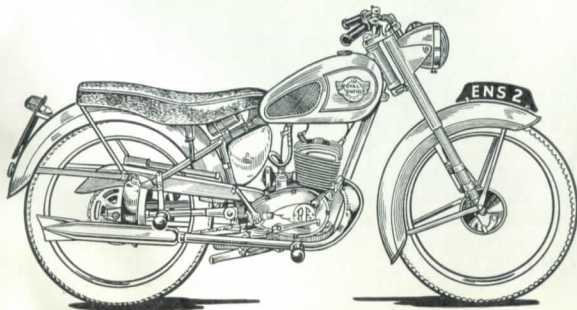
"250
Clipper"

M.95



"Ensign II"

M.96



"Ensign II"

A & THEATRE SLIDES
 Following are reproductions
 of slides in colour which are
 available free of charge to Royal
 Enfield dealers, quoting the appro-
 priate reference numbers.



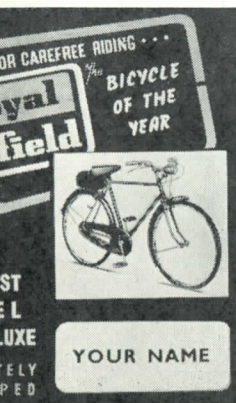
Ref. No. SC.1



Ref. No. SMC.2



Ref. No. SMC.3



Ref. No. SC.2



Ref. No. SMC.1

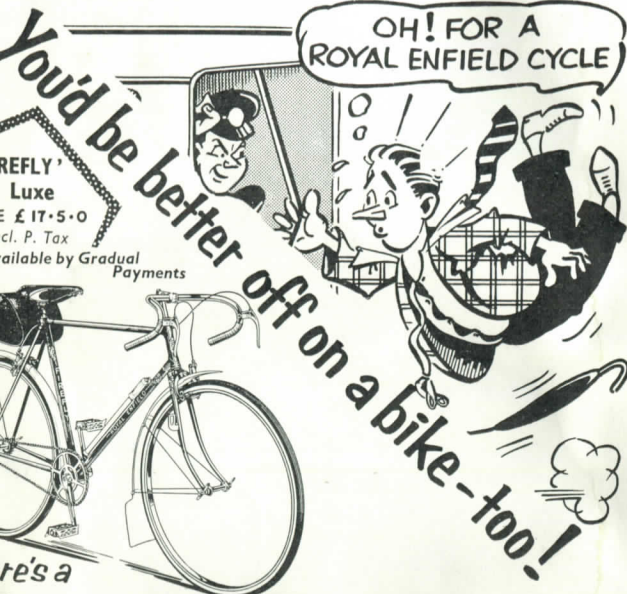


Ref. No. SMC.4



Ref. No. SMC.5

CYCLE LEAFLET



REFLY'
Luxe
£ 17.5.0
Incl. P. Tax
Available by Gradual
Payments



there's a

Royal Enfield

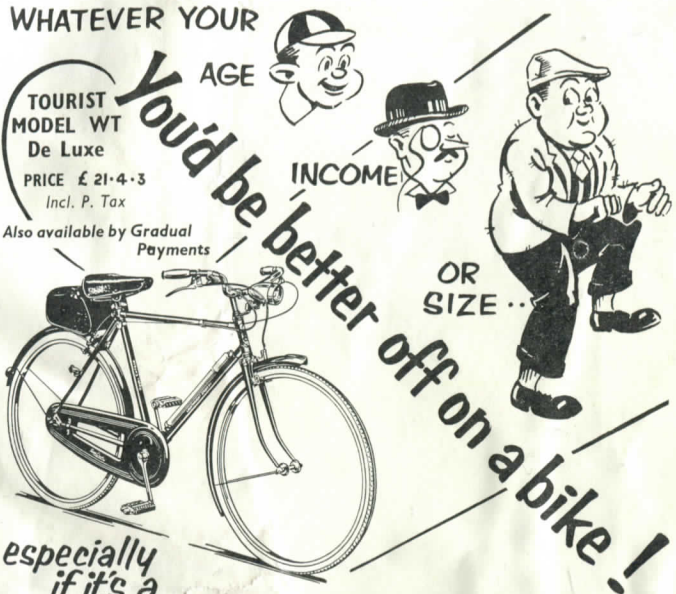
to cope with every transport problem

to see the complete range at :

YOUR NAME

Reproduction of cycle leaflets for door to door distribution. Please state quantity required with reference number C.25

CYCLE LEAFLET



TOURIST
MODEL WT
De Luxe
PRICE £ 21.4.3
Incl. P. Tax

Also available by Gradual Payments



especially if it's a

Royal Enfield

.. there's a model for every rider!

Ask to see the complete range at :

YOUR NAME

Reproduction of cycle leaflets for door to door distribution. Please state quantity required with reference number C.26