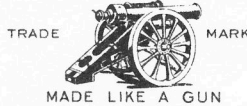


56



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS



HEAD OFFICE AND WORKS:-
REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEYS 1ST & 2ND PHRASE

VOM/REC/106.

TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

26th September, 1956.

Dear Sirs,

ROYAL ENFIELD MOTOR CYCLES - 1957 SEASON.

We have pleasure in announcing advance details of the ROYAL ENFIELD motor cycle programme for the 1957 Season.

You have already received details of the most outstanding of all 1957 machines - the "CRUSADER 250" - which we are pleased to report has been received with universal enthusiasm and has been the subject of much complimentary comment.

The remainder of our programme continues to feature a comprehensive range of Models - from the 148 c.c. two-stroke "Ensign II" to the 700 c.c. vertical twin "Super Meteor" - which makes the ROYAL ENFIELD Agency such a valuable asset.

The individual Models remain generally unaltered in design except for detail refinements and modifications resulting from the continual research and development carried out to ensure the high standard of reliability and quality in our machines.

The "Bullets" and twin cylinder Models will be supplied with quickly detachable rear wheels and chromium plated tank panels as standard equipment and the "500 Twin" will be equipped with A.C. generator for both lighting and ignition.

The "Super Meteor" will be fitted with an improved magneto which ensures ease of starting under all conditions.

The "Ensign II" is now offered with rectified A.C. current lighting equipment incorporating a battery as alternative specification.

Continued.

Royal Enfield •

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

The enclosed confidential trade price list gives the new prices which will apply to the 1957 Models. In view of the very comprehensive specifications of ROYAL ENFIELD motor cycles these prices represent unrivalled value. Your special attention is drawn to the very competitive prices of the "Ensign II" and "Clipper" Models.

Illustrated catalogues and posters are being printed and supplies will be sent under separate cover as soon as they are available.

With the object of protecting Dealers' interests, we shall continue to offer the 'Sale-or-Return' scheme which, thanks to the co-operation of all concerned, has operated so successfully in the past.

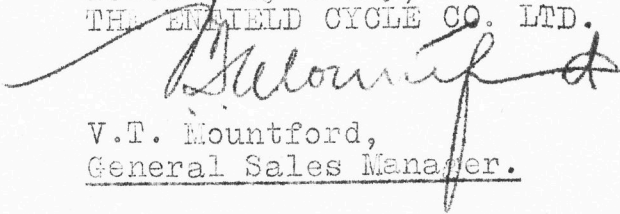
A full range of 1957 Models will be exhibited on our Stand at the Cycle & Motor Cycle Show at Earls Court, London, during the period 10th-17th November, where we extend a cordial invitation to you to visit us.

We are in a position to give prompt delivery of 1957 Models and we thank you in anticipation of your stock orders.

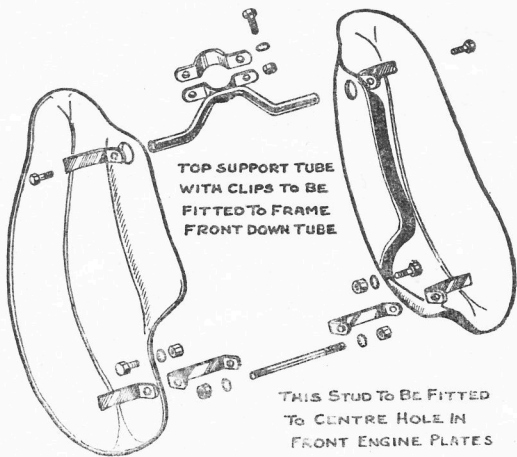
Our Representative for your area will be calling on you in the near future to discuss Agency arrangements for the new Season.

In conclusion, we take this opportunity of expressing our appreciation of your past support and co-operation and we are confident that our new Season's programme will result in increased sales of ROYAL ENFIELD motor cycles to our mutual benefit.

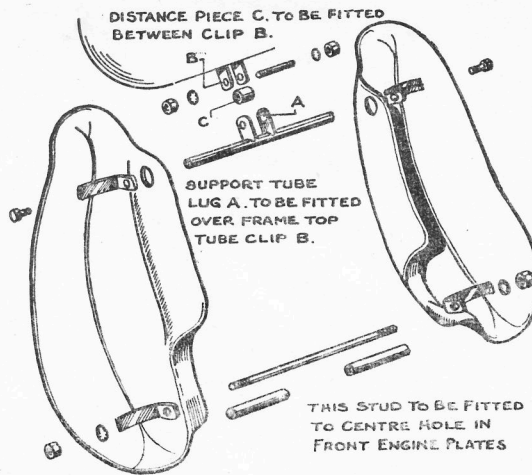
Yours very truly,
THE ENFIELD CYCLE CO. LTD.


V.T. Mountford,
General Sales Manager.

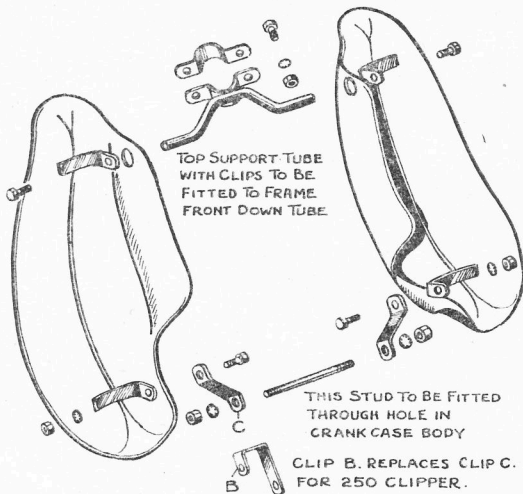
INSTRUCTIONS FOR FITTING LEGSHIELDS TO ROYAL ENFIELD MOTORCYCLES



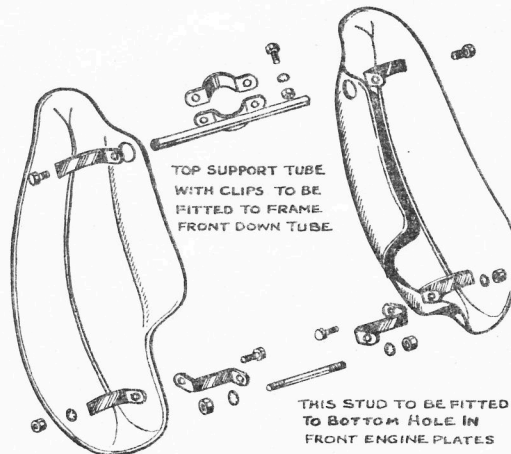
**SUPER METEOR AND 500TWIN
500 BULLET AND 350 BULLET**
500 TWIN - 1957 ONLY. BULLETS 1956-57 ONLY



CRUSADER 250



350.CLIPPER 250.CLIPPER. MOD.G.DE-LUXE



150 ENSIGN II

THE ENFIELD CYCLE CO. LIMITED, REDDITCH, WORCESTERSHIRE

589/2M. 1256

PRINTED IN ENGLAND

ROYAL ENFIELD MOTOR CYCLES
EXPORT TRADE PRICES - 1957 SEASON

<u>MODEL</u>	<u>SPECIFICATION</u>	<u>NETT EXPORT PRICE</u>
<u>ENSIGN II</u>	148 c.c. DE-LUXE spring frame two-stroke. Unit construction engine-gear. Swinging arm spring frame. Telescopic fork. 3-speed gear. 2.75 in. tyres. Speedometer. Dual seat and pillion footrests. Finish: Enamelled surf green.	£66 0 0d
<u>250 CLIPPER</u>	248 c.c. O.H.V. four-stroke. Swinging arm spring frame. Telescopic fork. Casquette fork head. A.C. generator electrical equipment. 4-speed gear. 3.00 in. tyres. Oil filter. Air cleaner. Speedometer. Finish: Enamelled maroon and chrome.	£104 0 0d
<u>CRUSADER 250</u>	New DE-LUXE 248 c.c. O.H.V. four-stroke. Completely enclosed engine-gear unit. 4-speed gear. New swinging arm spring frame. Telescopic fork. Full width hubs. Quickly detachable rear wheel. Rear chain completely enclosed. Casquette fork head. Monobloc carburettor. A.C. generator electrical equipment. 17 in. x 3.25 in. wheels and tyres. Oil filter. Air cleaner. Speedometer. Dual seat and pillion footrests. Finish: Enamelled surf green and chrome. Plated tank panels.	£128 0 0d
<u>350 CLIPPER</u>	346 c.c. O.H.V. four-stroke. Swinging arm spring frame. Telescopic forks. Casquette fork head. Magdyno. 4-speed gear. 3.25 in. tyres. Oil filter. Speedometer. Finish: Enamelled olive green.	£112 0 0d
<u>350 BULLET</u>	346 c.c. DE-LUXE O.H.V. four-stroke. Alloy cylinder head. Swinging arm spring frame. Telescopic fork. Casquette fork head. A.C. generator and magneto. 4-speed gear. Dual front brake. Full width hubs. Quickly detachable rear wheel. 3.25 in. tyres. 4-speed gear. Dual seat and pillion footrests. Oil filter. Air cleaner. Speedometer. Finish: Enamelled maroon and chrome. Plated tank panels.	£138 0 0d

500 BULLET

499 c.c. DE-LUXE O.H.V. four-stroke.
3.50 in. rear tyre, otherwise specification similar to "350 Bullet".

£142 0 0d

500 TWIN

496 c.c. O.H.V. vertical twin cylinder, four-stroke. Alloy cylinder heads. Swinging arm spring frame. Telescopic fork. Casquette fork head. A.C. generator electrical equipment. 4-speed gear. Dual front brake. Full width hubs. Quickly detachable rear wheel. 3.25 in. front and 3.50 in. rear tyres. Dual seat and pillion footrests. Oil filter. Air cleaner. Speedometer. Finish: Enamelled maroon and chrome. Plated tank panels.

£157 0 0d

SUPER METEOR

692 c.c. DE-LUXE O.H.V. vertical twin cylinder four-stroke. Alloy cylinder heads. Swinging arm spring frame. Telescopic fork. Casquette head. A.C. generator and improved magneto. 4-speed gear. Dual front brake. Full width hubs. Quickly detachable rear wheel. 3.25 in. front and 3.50 in. rear tyres. Dual seat and pillion footrests. Oil filter. Air cleaner. Speedometer. Finish: Enamelled maroon and chrome. Plated tank panels.

£168 0 0d

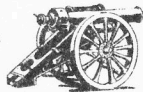
PACKING & CARRIAGE TO U.K. PORT

ENSIGN II (2 machines per case) each	£3	10	0d
Other Models (1 per case) each	£7	0	0d

EXTRA EQUIPMENT

Pannier Set	£5	10	0d
Dual seat and pillion footrests			
Clipper Models	£3	0	0d
Sidecar forks, gear and steering damper	£2	10	0d
Chromium plated tank - ENSIGN II	£2	0	0d
Legshields - new styled design	£2	10	0d
Steering damper - 4-stroke Models	£1	5	0d
Prop Stand - Clipper Models	£1	0	0d
Air cleaner - "350 Clipper"	£1	0	0d

TRADE MARK



MADE LIKE A GUN

THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS

HEAD OFFICE AND WORKS-

REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A.B.C. 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE



TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-
VTM/PRM/104

17th September 1956.

Dear Sirs,

We have pleasure in announcing advance details of the ROYAL ENFIELD Motor Cycle programme for the 1957 Season.

The outstanding Motor Cycle of 1957 is undoubtedly the new "CRUSADER 250", of which details were given in our recent letter. This machine has already been acclaimed with enthusiasm as unequalled in design, styling, performance and value, and we urge you to give prominence to this attractive new machine and thereby benefit from the interest which its announcement has created.

The remainder of the programme continues to feature the comprehensive range of Models which has always made the ROYAL ENFIELD franchise such an attractive asset.

The individual Models remain generally unaltered in design except for detailed refinements and modifications resulting from the continual research and development carried out to ensure the high standard of quality and reliability of our machines.

The "BULLETS" and twin-cylinder Models will be supplied with quickly detachable rear wheels and chromium plated tank panels as standard specification. The "500 TWIN" will be equipped with A.C. generator for both lighting and ignition, whilst the standard 346 c.c. O.H.V. Model "G de luxe" has been re-named the "350 CLIPPER."

The "SUPER METEOR" will be equipped with an improved magneto which ensures ease of starting under all conditions.

Royal Enfield

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

/cont'd.

Special "MOTO.-CROSS" versions of the "BULLET" Models will be produced to order, specially prepared to ensure the maximum possible performance for the particular type of event in which they are to be ridden and prices will be quoted on request.

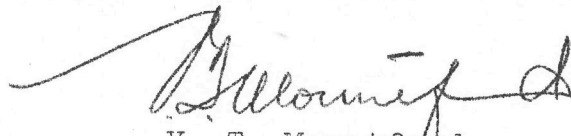
The enclosed confidential list gives the nett export prices applicable to all Models despatched from our Works after this date. These new prices offer unrivalled value and we urge you to place orders for the new Season's Models, of which we are able to offer prompt delivery.

Illustrated catalogues and posters are being printed and supplies will be sent under separate cover.

A full range of ROYAL ENFIELD motor cycles for 1957 will be exhibited at the Cycle & Motor Cycle Show to be held at Earls Court, London during the period November 10th. to 17th. and if you or your representative are able to visit the Show, we assure you of a cordial reception at our Stand.

We take this opportunity of expressing our appreciation of your past support and co-operation and we are confident that our new Season's programme will result in increased sales of ROYAL ENFIELD Motor Cycles in your territory to our mutual benefit.

Yours very truly,
THE ENFIELD CYCLE COMPANY LTD.


V. T. Mountford.
General Sales Manager.

THE ENFIELD CYCLE COMPANY LIMITED

HEAD OFFICE & WORKS: REDDITCH

ROYAL ENFIELD SERVICE BULLETIN No: 30

Date: 18th July 1956

CARBURETTOR FLOODING

(Re Bulletin No 29.)

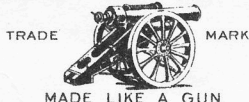
As a further safeguard against this difficulty on Twin models, a small drain hole is now being provided in the induction pipe.

This drain hole is formed by a shallow groove machined in the lower part of the pipe immediately behind the carburettor flange joint with a 1/16" dia. outlet hole. Any petrol leaking through the carburettor whilst the machine is standing is caught in the groove and leaks out through the drain hole.

When the engine is running, a small amount of air is drawn in through this hole, weakening the slow running mixture; this is readily compensated for by slight re-adjustment of the slow running screw. A further effect is to increase the slow running speed; this also is readily corrected by attention to the throttle stop screw.

These adjustments will have been made on new machines leaving the Works, but will be required on any machine to which a modified induction pipe is fitted.

NOTE.- Whilst the original induction pipe could not be fitted incorrectly, the modified pattern must be fitted with the drain hole underneath.



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS

HEAD OFFICE AND WORKS:-

REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE



TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-

JJB/DAT/3.

11th July, 1956.

Dear Sir(s),

We have pleasure in enclosing a leaflet describing our new legshields. These are very attractively styled and can be supplied with the appropriate fittings and in the correct colours for any machine in the ROYAL ENFIELD range.

We feel that the customer will appreciate being able to purchase legshields which are specifically designed for use on our machines.

Supplies are now available.

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.

J.J. Booker,
Motor Cycle Sales Manager.

Royal Enfield •

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS



HEAD OFFICE AND WORKS:-
REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

Our Reference:-
VTM/MMCG/105

TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

24th September 1956

Dear Sirs,

We beg to inform you of new arrangements which are being made for the distribution of ROYAL ENFIELD Bicycles and Motor Cycles in Eire.

Messrs. J.P. Burney & Son are closing their premises at Lombard Street, Dublin, but Mr. G.D. Burney will continue to represent us and his new address will be 28 Blessington Street, Dublin. The closure of the Lombard Street premises will relieve Mr. Burney of administrative responsibilities and will leave him free to call upon you more frequently, and to devote his attention to assisting you in promoting and increasing the sales of ROYAL ENFIELD machines.

ROYAL ENFIELD MOTOR CYCLES: Arrangements have been made for ROYAL ENFIELD Motor Cycles to be assembled on our behalf by Messrs. Mountjoy Motorcycles Ltd., 18 Berkeley Street, Dublin, (Telephone No. 43121/2) and we shall be in a position to give prompt delivery as usual from stocks which they will hold for us. Machines will continue to be invoiced from our Head Office at Redditch, as previously.

Messrs. Mountjoy Motorcycles Ltd., will hold a comprehensive range of spare parts for all our Models, and will be able to give delivery of your orders by return - they furthermore have well equipped workshop facilities and expert technical staff for handling the service of our machines.

Gradual payment facilities for ROYAL ENFIELD Motor Cycles will continue to be operated by the Mercantile Credit Corporation, as in the past.

Continued -

Royal Enfield

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

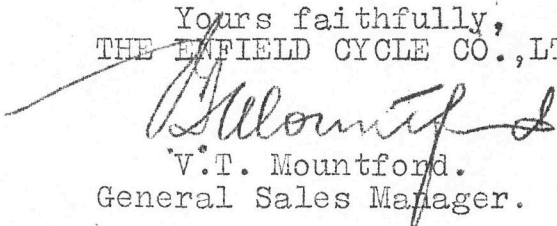
ROYAL ENFIELD BICYCLES - will be produced in Dublin to the usual high standard of quality, and adequate stocks maintained from which your orders will be supplied without delay. Bicycles will, as usual, be invoiced direct from our Head Office at Redditch.

We shall shortly be announcing details of new Gradual Payment facilities, but in the meantime the present scheme will continue to operate and all enquiries and correspondence in connection therewith should be addressed to these Works.

We shall be announcing the 1957 Programme for Bicycles and Motor Cycles in the very near future, but in the meantime your orders and correspondence relating thereto, addressed to Mr. G.D. Burney at 28 Blessington Street, will receive careful attention. Orders for Motor Cycle spares should be addressed to Messrs. Mountjoy Motorcycles Ltd., at 18 Berkeley Street, Dublin. All other correspondence should be addressed to these Works.

We are confident that the new arrangements will prove beneficial in increasing the sales of ROYAL ENFIELD machines in Eire to our mutual benefit.

Yours faithfully,
THE ENFIELD CYCLE CO., LTD.


V.T. Mountford.
General Sales Manager.



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS



HEAD OFFICE AND WORKS:-

REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A.B.C. 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

Our Reference:-

VTM/MJH/99.

TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

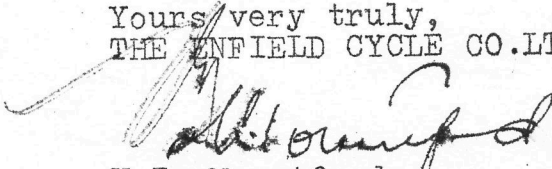
9th February 1956.

Dear Sirs,

As we find that there is a universal demand for the quickly detachable rear wheel upon our "SUPER METEOR", "500 TWIN", "350 and 500 BULLET" Models, we beg to inform you that the whole of our future production of these Models will incorporate a quickly detachable rear wheel at the normal extra charge of £2. 0. 0d per machine.

We feel sure that this decision will meet with your approval, in view of the undoubted advantage of this fitment at the very low extra charge at which it is offered.

Yours very truly,
THE ENFIELD CYCLE CO. LTD.


V.T. Mountford,
General Sales Manager.

Royal Enfield.

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE THEFT, BURGLARY OR ANY OTHER CAUSE.



THE ENFIELD CYCLE COMPANY LIMITED
CYCLE & MOTOR CYCLE MANUFACTURERS
HEAD OFFICE AND WORKS-
REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE



TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-
JJB/SES.

15th February 1956.

QUICKLY DETACHABLE FULL WIDTH REAR HUB.

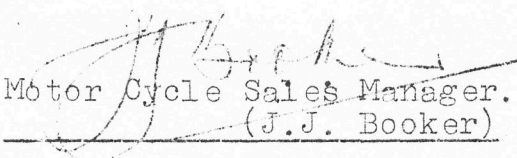
Dear Sirs,

We have found since the introduction of the above item of specification, that the demand for it is practically universal. We have decided therefore, that in future all Super Meteor, 500 Twin, 350 and 500 Bullet models will incorporate a Quickly Detachable Rear Wheel for the normal extra charge of £3. 2. 0. including purchase tax per machine.

We feel sure that this decision will, in view of the demand and very low extra charge, meet with your approval.

Assuring you of our best attention.

Yours faithfully,
THE ENFIELD CYCLE COMPANY LIMITED.


Motor Cycle Sales Manager.
(J.J. Booker)

Royal Enfield •

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS



HEAD OFFICE AND WORKS:-
REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A.B.C. 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

TELEGRAMS:
CYCLES. PHONE. REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-

AWY/JMH/27.

30th January 1956.

Dear Sirs,

We have pleasure in sending you herewith a copy of our 1956 Advertising Service Booklet which you will note extends the facilities offered to you in our Stereo Booklet in past years. We hope you will find this publication a useful guide when planning your local publicity scheme.

Full details concerning the FREE supply of all blocks or matrices, cinema and theatre slides, and cycle sales leaflets are given in the booklet and we shall be pleased to meet your requirements.

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.

A.W.E. Yate,
Publicity Department.

Royal Enfield

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

SPECIAL HIRE PURCHASE TERMS FOR 1956

MODEL	CASH PRICE	DEPOSIT	BALANCE CASH PRICE	H.P. CHARGES	H.P. BALANCE	MONTHLY RENTALS
ENSIGN II.—150 c.c.	105 0 0	10 0 0	95 0 0	9 0 0 13 15 0 18 2 0	104 0 0 108 15 0 113 2 0	12 x 8 13 4 18 x 6 0 10 24 x 4 14 3
CLIPPER—250 c.c.	175 0 0	17 0 0	158 0 0	15 0 0 22 18 0 30 0 0	173 0 0 180 18 0 188 0 0	12 x 14 8 4 18 x 10 1 0 24 x 7 16 8
CLIPPER—350 c.c.	192 10 0	19 10 0	173 0 0	16 8 0 25 1 6 32 18 0	189 8 0 198 1 6 205 18 0	12 x 15 15 8 18 x 11 0 1 24 x 8 11 7
BULLET—350 c.c.	212 10 0	21 10 0	191 0 0	18 2 0 27 14 0 36 6 0	209 2 0 218 14 0 227 6 0	12 x 17 8 6 18 x 12 3 0 24 x 9 9 5
TWIN—500 c.c.	225 0 0	25 0 0	200 0 0	19 0 0 29 1 0 38 0 0	219 0 0 229 1 0 238 0 0	12 x 18 5 0 18 x 12 14 6 24 x 9 18 4
METEOR—700 c.c.	260 0 0	26 0 0	234 0 0	22 5 0 33 18 0 44 10 0	256 5 0 267 18 0 278 10 0	12 x 21 7 1 18 x 14 17 8 24 x 11 12 1

Hire Purchase transactions on the above terms may be negotiated with the following alternative Insurance Cover arrangements:—

- (1) Comprehensive Insurance arranged by the Proposer through his own Insurance Company.
- (2) Third Party, Fire and Theft Insurance arranged by the Proposer through his own Insurance Company.

In the latter case and in addition, Accident and Illness Insurance is obligatory and will be arranged by M.C.C. of I. Ltd. to whom the necessary proposal form shall be forwarded with the h.p. papers. The appropriate Accident and Illness Insurance premium must be collected from the Proposer by the Dealer and retained by him. The amount of the premium collected will be deducted from the settlement cheques covering each individual transaction and will be passed by M.C.C. of I. Ltd. to the Insurance Company who will issue an appropriate Cover Note.

To enable Dealers to compute the exact Accident and Illness Insurance premium payable, the following table and example are shown:—

A. & I. Insurance premiums are calculated on the cash price balance, i.e., retail price of the machine less initial payment, at a rate of 5d. per £ per annum, i.e.

5d. per £ for 12 months agreements	
7½d. „ £ „ 18 „ „	
10d. „ £ „ 24 „ „	

Where the cash price balance is not expressed in even £'s the premium rate is applied to the nearest £ over this figure and the resulting premium taken to the nearest 6d. upwards.

EXAMPLE

Cash Price	£95. 0. 0
Deposit	9. 10. 0
<hr/>	
Balance Cash Price	£85. 10. 0
For 12 months A. & I. cover premium is as follows:—	
5d. per £ = 86 × 5 = £1.15.10d.	
to the nearest 6d.	1. 16. 0
<hr/>	

Issued by **J. P. BURNEY & SON**

19 LOMBARD STREET (Westland Row), Dublin

In conjunction with **MERCANTILE CREDIT COMPANY OF IRELAND LTD.,**

BURTON CHAMBERS, 19/22 DAME STREET, DUBLIN.

PHONE: 52923 (10 Lines)

J. P. BURNEY & SON

19, LOMBARD STREET
(Westland Row)

DUBLIN C.5.

Phone 70762

ROYAL ENFIELD MOTOR CYCLES - 1956

TRADE PRICES

Confidential - for the Trade only:

January 1956:

Models

Trade Prices

		£.	s.	d.
ENSIGN II.	150 c.c.	86	12	6
CLIPPER	250 c.c.	144	7	6
CLIPPER	350 c.c.	158	16	3
BULLET	350 c.c.	175	6	3
BULLET	500 c.c.	185	12	6
TWIN	500 c.c.	202	2	6
METEOR	700 c.c.	214	10	0

EXTRA EQUIPMENT:-

LEGSIELDS Model Ensign	2	2	0
" Other Models	2	9	6
DUAL SEAT & FOOTRESTS ON 350 c.c. CLIPPER MODEL	3	14	3
Q.D.R. WHEEL	2	9	6
PANNIER SET ON SPRING FRAME MODELS	5	7	3
CHROME TANK PANELS	1	4	9

TERMS:- STRICTLY NET. CHEQUE OR REMITTANCE WITH ORDER.

CARRIAGE PAID ON ALL MACHINES TO NEAREST RAILWAY STATION.

 ROYAL ENFIELD BICYCLES 1956

 IRISH TRADE PRICE LIST.

Confidential:

For the Trade only.

January 1956

	£.	s.	d.
<u>Roadster Models 28" W.</u>			
40 Gents	10	19	3
45 Ladys	10	19	3
47 Gents De Luxe	11	11	6
46 Ladys De Luxe	11	11	6
<u>Light Roadsters 26" W.</u>			
48 Ladys	10	19	3
49 Gents	10	19	3
<u>Tourist Models 26" W.</u>			
41 Ladys	10	19	3
43 Gents	10	19	3
44L Ladys De Luxe	13	2	8
44 Gents De Luxe	13	2	8
42L Ladys De Luxe	13	0	5
42 Gents De Luxe	13	0	5
31 Ladys	11	1	6
33 Gents	11	1	6
TCL Ladys	11	5	0
TC Gents	11	5	0
SCL Ladys	11	6	10
SC Gents	11	6	10
<u>Club Models:</u>			
71 Ladys	11	3	1
74 Gents	11	3	1
Firefly Std. Ladys and Gents	11	18	5
Firefly DeLuxe " " "	12	19	3
<u>Juvenile Models:</u>			
J.B. & J.G. 18"	9.	3	0
Junior Boys & Girls 16"	8	19	2

Sturmey Archer Gears:-

3-Speed Gear	I	8	11
4-Speed Gear	I	11	4
3-Speed Rear Dyno Hub A.G.	2	19	7
G.H.6. Front Dyno Hub	I	16	6
Mansfield No.60 Saddle		9	6
Brooks B90/2 Saddle		19	0
" B90/3 "	I	2	0
" B.33 "		9	2
Oil Bath Gearcase-Ladys & Gents		12	3
Colour Finish		7	9

TERMS:- A discount of $3\frac{3}{4}\%$ will be allowed for cash paid within seven days from date of Invoice. $2\frac{1}{2}\%$ discount for cash paid by the 7th day of the month following date of Invoice. Thereafter terms are strictly net.

CARRIAGE CHARGES:- Bicycles ordered in consignments of three or more will be delivered by Road Transport or Goods Train, uncrated, at Owner's risk - carriage free. Single machines will be despatched as ordered, and the cost of carriage charged to Dealer

THE ENFIELD CYCLE COMPANY LIMITED

HEAD OFFICE & WORKS: REDDITCH

ROYAL ENFIELD SERVICE BULLETIN No: 28.

Date: 24th January
1956.

DIFFICULTY IN STARTING TWINS FROM COLD IN WINTER.

Assuming that carburation and ignition are in reasonable condition, difficult cold starting is usually due to inability to spin the engine fast enough to obtain a spark and procure the necessary suction in the carburettor to obtain a good mixture. The best way of overcoming this difficulty is to use a thin oil in the engine, and if any of your customers have difficulty in starting when using the brands of winter oil previously recommended, we would advise a change to Castrolite, which, as now produced, is a low viscosity oil with mild multi-grade characteristics. This oil also is only slightly detergent, and will not therefore create any serious difficulties due to loosening of sludge etc. if used in old engines.

Those who wish to use one of the low viscosity multi-grade oils, can do so, but due to the highly detergent nature of most of these oils should be reminded of the necessity for draining and refilling several times during the initial stages after the changeover, where this oil is put into an old engine which may be dirty internally.

The use of a thin oil, whether Castrolite or a full multi-grade type, is likely to result in some increase in oil consumption, especially in a worn engine, and the oil level should therefore be watched until the actual effect on oil consumption has been ascertained.



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

HEAD OFFICE AND WORKS:-
REDDITCH



TELEGRAMS:
CYCLES. PHONE. REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-

VTM/MJH/98.

8th February, 1956.

Dear Sirs,

EXPORT MOTORCYCLE CATALOGUE FOR 1956.

We have pleasure in enclosing an advance copy of the new 4-colour ROYAL ENFIELD Motorcycle Catalogue which has been specially produced to assist you in promoting sales in your territory.

A quantity of these Catalogues is being posted to you under separate cover and, as the supply is limited, we would ask you to distribute them with discrimination.

The smaller edition of our Motorcycle Catalogue is still available in larger quantities upon request and may therefore be used more freely.

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.

V.T. Mountford,
General Sales Manager.

Royal Enfield • CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS

HEAD OFFICE AND WORKS:-

REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-

JJB/SES.

15th February 1956.

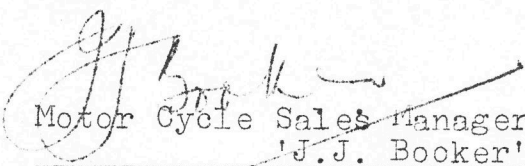
Dear Sirs,

We have pleasure in enclosing herewith a copy of our latest Motor Cycle Catalogue which describes the current 1956 range.

We have at the moment only limited numbers of this publication but we can let you have further supplies on request.

We would like you to distribute this new catalogue with discrimination and in conjunction with the present motor cycle catalogue for the time being.

Yours faithfully,
THE ENFIELD CYCLE COMPANY LIMITED.


Motor Cycle Sales Manager.
'J.J. Bocker'.

Royal Enfield • CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.



THE ENFIELD CYCLE COMPANY LIMITED

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TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-
VTM/DAT/109.

12th November, 1956.

Dear Sir(s),

We have pleasure in announcing that we have made arrangements for the storage and distribution of ROYAL ENFIELD Bicycles in your area with Messrs. Lawton & Wilson, 264, Millbrook Road, Southampton.

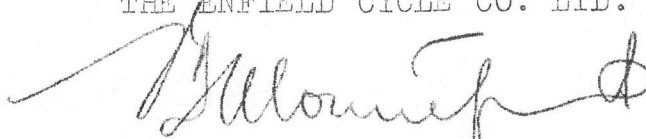
A representative stock of machines will be maintained from which prompt delivery of all models to standard specification can be made at a minimum of expense and by the most convenient transport services.

All machines supplied will be invoiced from the Works at Redditch.

The arrangements are under the personal control of our Representative - Mr. J.F. Kentish - who will be calling upon you during the next week or so to explain the details and to give you full particulars of our new season's programme.

We sincerely hope you will avail yourself of the service we offer, as we feel sure it will enable you to increase the sales of ROYAL ENFIELD Bicycles in your district.

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.



V.T. Mountford,
General Sales Manager.

Royal Enfield •

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS

HEAD OFFICE AND WORKS:-

REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE



TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

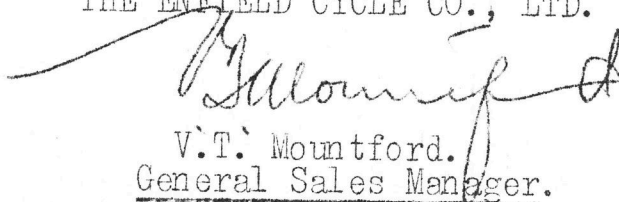
Our Reference:-
VTM/PRM/107

1st November 1956

Dear Sirs,

We are pleased to inform you that in response to popular demand, we are able to supply the ROYAL ENFIELD "ENSIGN II" motor cycle complete with rectified battery lighting set including electric horn at a nett extra charge of £4. 10s. 0d per machine above the standard export price for the 1957 Season, details of which were recently sent to you.

Yours faithfully,
THE ENFIELD CYCLE CO., LTD.


V.T. Mountford.
General Sales Manager.

Royal Enfield.

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

SUPPLEMENT
TO
MASTER PRICE LIST
OF
SPARE & REPLACEMENT PARTS
DATED SEPTEMBER 1956.

ERRATA TO LIST

PART No.	CORRECTION	PART No.	CORRECTION	PART No.	CORRECTION
12557	7 6	40042	6 0	36085	Use 36184
14453	12 0	40043	3 9	40793	Delete
16700	15 6	40046	2 9	42340A	Use 42364A
17504	5	40175	2 9	53009	Use 53256
21865	Cup, adjusting	40367	22 6	65436A	Delete
25586	6	40441	4	069424	Delete
26949En	25 0	40537	10	165033	Pkt. 10 1 0
26949Ch	50 0	40558	1 4	188618	8 0
26995	following 26962	40653	115 0	189210	8 5
	to be 26965	40706	9	189291	9 3
31460	35 0	40710	18 6	189294	11 3
32303	use 36598	40790	137 6	189295	12 10
	13756	40838	87 6	189307	12 5
	and 24284	40839	82 6	200286	Dynamo (not "Bracket")
32346	13 9	40841	1 0	200354	2 9
32453	following 32455	40937	122 6	200522	5 3
	to be 32458	41132	5 6	200718	Use 200826
33165	5d. Pipe clip	41354	27 6	220546	Pkt. 10 3 0
24067	following 34066	41355	27 6	380380	Delete
	to be 34067	41622	30 0	380381	390381
24123	following 34122	41623	3 6	380459	Adaptor Pad
	to be 34123	41849	6 0	380501	Use 31482
35833	following 35878	41867	1 6	380515	Use 31482
	to be 35883	41885	37 6	380521	Use 31482
36288	4 6	41886	37 6	390460	Use 391454
36289	4 6	41887	8 6		and 391453
36290	4 6	41890	1 9	401119	1 0 Screw
36505/		42358	12 6	451260	Brush and Spring
37310	17 9	141639A	4	451323	Brush set
37639	52 6	E5414	M.A.	454495	7 9
37831	Conn. rod	G67/F1	3 6 doz.	457989	Use 493596
38151	40 0	G67/K	3 6 doz.	458053	Delete "set"
38152	39 6	G2/12	Delete	458194	9
38654	2	H82FDA	11 4	461405	1 6
38823	40 0	H82K	11 4	464056	5 6
38935	65 0	AMAL		491302	Use 493596
39013	Delete Use 38413	4/046	4 Spring	500291	Pkt. 10 1 9
	Insert 32 6	18/675	21 6	516767	Reflector
39407	155 0	223/019	223/019/5	MILLER	
39570	22 6	306/002	Use 306/010	62/3	Glass
39597	Use 42877	376/090	following 376/097		
40011	12 0		to be 376/099		
40013	7	LUCAS			
40015	3	31083A	10 0		
40019	5 6				
40020	3 0				

PART No.	BIN No.	PRICE	DESCRIPTION	PART No.	BIN No.	PRICE	DESCRIPTION
1765	—	4	Washer	38874	—	6	Plate
6716	2150	1 0	Screw	38875	2196	2 6	Gasket
7047	—	1	Washer	39014	2219	3 0	Bearing shell
7367	2245	2	Locknut	39014/10	2045	3 6	Bearing shell
9490	—	9	Stud	39014/20	2038	4 0	Bearing shell
12324	648	7	Stud	39016	—	225 0	Crankshaft
13141	—	3	Screw	39019	—	50 0	Chaincase
16982	—	3	Stud	39035	—	3 3	Spacer
18499	—	2 6	Footrest bar	39036	—	42 6	Sprocket
19173	—	2 3	Spacer	39037	2197	2	Gasket
20199	3655	2	Spacer	39041	2191A	2 9	Spindle
22134	—	2 3	Pump plunger	39042	2189A	1 0	Bush
22865/10	2788	6 6	Gudgeon pin, O/S	39043	2156	1 3	Bush
23698/065	332	1 4	Thrust washer	39101	—	3 9	Pump cover
23698/075	330A	1 4	Thrust washer	39102	2193A	1	Gasket
23698/100	334	1 4	Thrust washer	39104	—	22 6	Sprocket
24240	2226	7	Screw	39139	—	35 0	Camshaft
25524/5	1112A	6 6	Valve guide, O/S	39141	2155	10 0	Pinion
26287M	—	95 0	Sprocket	39142	2157A	3	Dowel
26939	2	Use SK/6204	Ball bearing	39143	—	10 6	Pinion
29781	—	3	Screw	39144	2213A	1 6	Spindle
30791	2261A	1	Washer	39145	—	1 0	Bush
31166	2211A	4	Stud	39151	2135	17 0	Pump spindle
31302	3813	10 6	Ball race	39152	—	2 6	Banjo
31508	2233A	4	Nut	39154	—	15 0	Cam follower
31955	3810	1 6	Ball race cover	39155	—	15 0	Cam follower
31997	—	4 0	Coupling	39156	1076	12 6	Valve
33036	—	10	Nut	39157	—	3 3	Valve spring
34174	2214A	3	Stud	39158	760/1	24 0	Rocker
34380/5	2815	7 0	Valve guide, O/S	39159	759	24 0	Rocker
34699	—	Use G2/9	Clutch worm	39160	—	1 9	Push rod end
34714	2212A	5	Stud	39161	—	1 0	Push rod end
34742	—	4	Screw	39164	—	6 0	Push rod
35452	2928	4	Screw	39165	—	6 0	Push rod
35865	—	4	Screw	39168	—	7 9	Oil pipe connection
35943	—	3	Washer	39169	—	7 0	Oil pipe connection
36795	—	40 0	Brake Pedal	39170	—	4 9	Oil pipe connection
36852	2134	9	Washer	39171	—	10	Washer
36853	—	27 6	Sprocket	39173	2194	9	Gasket
36867	—	1 2	Thrust washer	39174	—	35 0	Piston
36908	—	1 10	Oil cleaner cap nut	39185	2238	8 6	Bearing cap
36910	—	16 3	Chain tensioner	39202	2167A	6 0	Bush
36911	2215A	1 0	Spindle	39203	2235	6 9	Gear op. fork
36937	2155A	6	Nut	39212	2240	16 6	Sprocket
37005	1786	3	Locknut	39213	2261	26 3	Mainshaft sleeve
37057	2236	1 2	Ball cage	39214	2264	38 6	Mainshaft
37097	2171A	5	Screw	39215	2250	27 6	F/S Shaft
37104	—	3	Screw	39224	2239	6 9	Bush
37121	—	8	Stud	39226	2241	7 6	Shaft
37125	2213	4	Stud	39227	2189	2 6	Pin
37128	—	9	Stud	39240	2265	2 6	Adjuster plate
37129	—	1	Fibre washer	39241	2223	4 3	Pawl
37133	—	5	Screw	39242	2218A	10 0	Ratchet
37343	3144	4 6	Pivot pin	39243	2271B	4 3	Pawl plate
37643	541	1	Washer	39244	223A	9	Sleeve
37709	1221A	1 6	Branch	39245	2216A	1	Rivet
38053	481	2 9	Push rod only	39246	2237A	1 0	Indicator
38054	483A	2 9	Push rod only	39247	2262	4 6	Sleeve
38085	464	7 6	Valve seat insert	39251	2222	4	Dowel
38086	466	7 6	Valve seat insert	39252	2222A	4	Spring
38638/5	2764A	11 0	Valve guide, O/S	39253	2149A	10	Spring
38641	2767A	1 9	Dowel	39258	2244	3 9	Pin
38650	2760	5 6	Cap	39260	2169A	3	Post
38652	2774A	6	Nut	39261	2150B	1 0	Peg
38658	2766	14 6	Rotor sleeve	39263	2148A	3	Stop pin
38663	2761A	2 6	Nut	39264	2149	3	Screw
38670	2193	1	Gasket	39265	2218	15 6	Gear change lever
38675	541	9	Plug	39266	2217A	6 0	Eye bolt
38676	2698	3 9	Gasket	39275	2192	1 9	Nut
38804	4028	6 0	Flexible joint	39276	2271A	3 9	Link
38853	—	120 0	Chainstay	39277	2272	40 0	Pawl carrier complete
38854	—	13 6	Tube	39278	2251	13 0	F/C pedal
38855	—	8 0	Stud				
38857	—	155 0	Chaincase				
38858	—	120 0	Generator cover				
38859	—	12 6	Chaincase, loose				
38862	—	37 6	Chaincase, fixed				
38865	—	85 0	Cylinder barrel				
38871	—	18 6	Head cover				
38872	2195	1 3	Gasket				
38873	—	1 0	Stud				

NEW PARTS

39281

PART No.	BIN No.	PRICE	DESCRIPTION	PART No.	BIN No.	PRICE	DESCRIPTION
39281	—	1	Clip	39822	—	15 6	Toolbox lid
39284	2236A	4 0	Clutch lever	39823	—	15 6	Toolbox lid
39285	2171B	1 9	Nut	39826	—	25 0	A/F element
39286	—	1 3	Adjuster	39827	—	2 6	Connecting tube
39287	—	5	Ferrule	39828	—	3 0	Sleeve
39288	—	2 9	Nut	39829	—	5	Strap
39289	—	1 0	Cover	39844	4689	6 0	Eye bolt
39290	—	3	Cover	39845	—	1 3	Spacer
39291	—	6	Nut	39937	2249	1 3	Spring
39292	—	9	Nut	39968	—	17 6	Footrest
39297	—	45 0	Clutch centre	39970	—	67 6	Chaincase
39298	2234	1	Lock washer	39974	541	3	Spring
39305	2238A	10	Circlip	39981	—	1 6	Cup
39306	2235A	1	Rivet	39987	—	5 3	Collar
39307	—	50 0	Sprocket	40021	3643	18 6	Footrest
39308	2266	10 6	Friction disc	40024	4160	10	Spacer
39315	5997	5 3	Spacer	40025	4163	1 3	Spacer
39317	—	75 0	Sprocket & drum	40034	4159	3	Stud
39318	2271	3 6	Plate, flat	40035	4163A	7	Stud
39319	2270	3 6	Plate, dished	40036	4160A	1 0	Spacer
39332	—	7 6	Clutch plate	40037	4158	1 6	Spacer
39333	2269	3 6	Front plate	40038	4232	1 6	Stand spring
39334	2237	see HJ66/0709	Clutch rod	40051	—	1 0	Cam
39335	2152A	6	Washer	40053	3657	2 0	Bridge
39337	6019	1 3	Circlip	40062	2138	2 0	Spacer
39340	2181	8	Retaining plate	40063	—	4	Lock washer
39341	2151A	10	Spacer	40065	2245A	5	Locknut
39342	—	1 9	Chaincase cover	40066	—	2 0	Plug
39343	—	120 0	Clutch assembly	40176	Rack	57 6	Rear mudguard
39345	—	2 3	Stud	40183	6914	4	Grommet
39346	—	2 3	Stud	40190	—	1	Rivet
39352	—	see SK/6207	Ball bearing	40210	—	Use 42936	F/S crank
39353	—	3 9	Circlip	40246	—	72 6	Mudguard
39354	2212	4	Stud	40308	—	82 6	Mudguard carrier
39358	2227	82 6	Connecting rod	40412	—	M.A.	Wheel
39359	2137	32 6	Housing cover	40413	—	M.A.	Wheel
39360	—	45 0	Camshaft	40414Ch	Rack	42 6	Rim
39361	—	27 6	Pump spindle	40416	3365	set (20) 4 6	Spoke
39362	—	17 6	Oil pipe assembly	40418	3766	1 2	Stud
39365	—	50 0	Oil pipe assembly	40420	—	60 0	Exhaust pipe
39370	—	1 0	Stud	40422	—	12 6	Clutch cable
39371	—	6	Stud	40425	—	3	Nipple
39372	2190	6	Stud	40427	6031	5 3	Throttle cable
39375	—	3	Screw	40442	—	25 0	Pump disc
39376	—	—	Cam	40450	—	1 3	Stud
39378	—	—	Cam	40460	4204	2 6	Spring
39382	2216	1 3	Screw	40461	—	3 9	Spindle
39383	2214	9	Screw	40462	—	25 0	—
39384	2170A	3	Washer	40479	4355	7 6	Spacer
39385	2172	3	Pin	40503	—	M.A.	Frame
39388	—	70 0	Gearbox cover	40557	4098	3 9	Baffle
39415	3750	10	Collar	40588	—	47 6	Handlebar
39433	2777	75 0	Steering stem	40593	—	130 0	Handlebar assembly
39482	—	4	Spring	40594	—	1 6	Trunnion
39525	3955	9 6	Clip	40595	—	3	Nipple
39611	3957	6 0	Engine plate	40596	—	1 3	Grommet
39613	—	2 0	Spacer	40597	—	8 0	Brake cable
39623	4807	2 3	Clip	40630	—	127 6	Fork head
39629	—	220 0	Cylinder head	40657	—	5 0	Screw
39630	—	M.A.	Engine	40742	3614	1 6	Sprocket cover
39653	4161	7 6	A/F adaptor	40745	4172	1 0	—
39698	—	2 9	Clip	40767	6012	10 6	Brake cable
39706	—	8 0	Engine plate	40796	T1775	M.A.	Gearbox
39707	—	8 0	Engine plate	40838	4503	97 6	Chaincase
39708	—	4 0	Engine plate	40839	6650	77 6	Chaincase
39723	—	35 0	Main tube	40967	3671/2	35 0	Cush drive shell
39762	—	10	Stud	40974	4413A	5	Screw
39763	—	9 0	Guide tube	40975	—	62 6	Drum & Sprocket
39767	—	2 0	Plastic cover	40982	—	13 6	Hub centre
39769	—	14 0	Dust cover	40984	—	6	Spacer
39770	2428	6 0	Spring	40987	—	5 6	Retaining ring
39778	—	M.A.	Fork assembly				
39783	—	85 0	Fork leg				
39784	—	80 0	Fork leg				
39786	—	75 0	Rear mudguard				
39791	—	3 3	Stay				
39792	—	5	Stud				
39802	—	20 0	Brake pedal				
39803	—	3 0	Stud				
39808	2211	3	Stud				
39821	—	56 6	Toolbox				

SUNDRY PROPRIETARY PARTS

NEW PARTS

MAJOR ASSEMBLIES

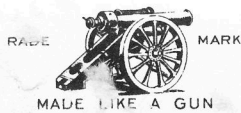
PART No.	BIN No.	PRICE	DESCRIPTION	PART No.	BIN No.	PRICE	DESCRIPTION
AMAL				MAJOR ASSEMBLIES			
223/019/4	5377A	5 6	Valve	39630	—	£82 10 0	Engine
306/010	1965A	2 6	Rotor	40796	—	£26 16 0	Gearbox
375/005	—	16 6	Mix. ch. body	41192	—	£6 10 0	Dual seat
375/059	4391	11 0	Jet block	E5414	—	£1 12 6	Clutch extractor
375/060/3½	4400A	7 8	Throttle valve	ST195	—	£6 10 0	Alternator
375/16	—	77 0	Carburettor	ST196	—	£2 15 0	Rotor
376/097	—	2 2	Banjo	ST197	—	£3 15 0	Stator
376/100/110	4414A	1 6	Main jet				
376/100/260	4458A	1 6	Main jet				
LUCAS							
20012	5250A	—	Dynamo				
20018	5885	—	Dynamo				
42364A	5141	Service rep.	Magneto SR2				
47571A	5456	37 6	Contact breaker				
189386	5461	Pkt. 10 3 0	Key				
200826	4842	2 3	Cover				
318323	—	Pkt. 10 4 9	Grommet				
318341	5461	9	Ignition key				
391453	—	Pkt. 10 3 6	Spring				
391454	—	5 0	Cover				
407131	5463	1 3	Toggles				
415730	5463	2 9	Weight assembly				
420196	5470	5 9	Contact set				
420302	5450	6 3	Condenser				
421457	5463	1 3	Spring set				
421846	5473	15 0	Shaft, action plate				
463354	5425A	—	Magneto				
464240	T5733	—	Magneto				
465939	5463	7 6	Cam				
466125	—	65 0	Rotor				
466168	T5363	100 0	Stator				
493596	5453	62 6	Coil				
838681A	—	—	Cable harness				
850641	—	1 0	4-way connector				
857142	7000	per ft. 3	4 m.m. cable				
900270	—	Use 900288	Connector				
4188589	5247A	2 9	Battery strap				
MILLER							
36E	—	9 0	Tail lamp				
36EF	—	9 6	Tail lamp				
62ED	—	50 0	Headlamp				
62RE	—	50 0	Headlamp				
F1C	—	60 0	Plate & Coil assembly				
F2	—	55 0	Flywheel				
FL18F	—	115 0	Flywheel magneto				
FL19	—	120 0	Flywheel magneto				
F19/1C	—	65 0	Plate & Coil assembly				
RENOLDS							
110038/70	4631	12 10	¾" × .225"				
110046/121	4589	43 2	¾" × .305"				
110500/40	—	6 6	8mm. × 3mm.				
114038/70	—	22 4	¾" × .225" duplex				
114500/38	4655	10 8	8 × 3 m.m. duplex				
SMITH							
657L	—	55 0	Head, 75 m.p.h.				
657KL	—	55 0	Head, 120 k.p.h.				
52018/1/51	—	11 3	Flex. inner				
53395/1/51	—	22 6	Flex. complete				
53398/1/51	—	11 3	Flex outer				
SKEFKO							
6207	—	21 5	Ball, 35 × 72 × 17mm.				
N207	2217	34 11	Roller 35 × 72 × 17mm				
VOKES							
D55929	—	—	Air cleaner				

SUNDRY PROPRIETARY PARTS

NEW PARTS

MAJOR ASSEMBLIES

PART No.	BIN No.	PRICE	DESCRIPTION	PART No.	BIN No.	PRICE	DESCRIPTION
AMAL				MAJOR ASSEMBLIES			
223/019/4	5377A	5 6	Valve	39630	—	£82 10 0	Engine
306/010	1965A	2 6	Rotor	40796	—	£26 16 0	Gearbox
375/005	—	16 6	Mix. ch. body	41192	—	£6 10 0	Dual seat
375/059	4391	11 0	Jet block	E5414	—	£1 12 6	Clutch extractor
375/060/3½	4400A	7 8	Throttle valve	ST195	—	£6 10 0	Alternator
375/16	—	77 0	Carburettor	ST196	—	£2 15 0	Rotor
376/097	—	2 2	Banjo	ST197	—	£3 15 0	Stator
376/100/110	4414A	1 6	Main jet				
376/100/260	4458A	1 6	Main jet				
LUCAS							
20012	5250A	—	Dynamo				
20018	5885	—	Dynamo				
42364A	5141	Service rep.	Magneto SR2				
47571A	5456	37 6	Contact breaker				
189386	5461	Pkt. 10	Key				
200826	4842	2 3	Cover				
318323	—	Pkt. 10	Grommet				
318341	5461	9	Ignition key				
391453	—	Pkt. 10	Spring				
391454	—	5 0	Cover				
407131	5463	1 3	Toggles				
415730	5463	2 9	Weight assembly				
420196	5470	5 9	Contact set				
420302	5450	6 3	Condenser				
421457	5463	1 3	Spring set				
421846	5473	15 0	Shaft, action plate				
463354	5425A	—	Magneto				
464240	T5733	—	Magneto				
465939	5463	7 6	Cam				
466125	—	65 0	Rotor				
466168	T5363	100 0	Stator				
493596	5453	62 6	Coil				
838681A	—	—	Cable harness				
850641	—	1 0	4-way connector				
857142	7000	per ft.	4 m.m. cable				
900270	—	Use 900288	Connector				
4188589	5247A	2 9	Battery strap				
MILLER							
36E	—	9 0	Tail lamp				
36EF	—	9 6	Tail lamp				
62ED	—	50 0	Headlamp				
62RE	—	50 0	Headlamp				
F1C	—	60 0	Plate & Coil assembly				
F2	—	55 0	Flywheel				
FL18F	—	115 0	Flywheel magneto				
FL19	—	120 0	Flywheel magneto				
F19/1C	—	65 0	Plate & Coil assembly				
RENOLDS							
110038/70	4631	12 10	¾" × .225"				
110046/121	4589	43 2	¾" × .305"				
110500/40	—	6 6	8mm. × 3mm.				
114038/70	—	22 4	¾" × .225" duplex				
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SMITH							
657L	—	55 0	Head, 75 m.p.h.				
657KL	—	55 0	Head, 120 k.p.h.				
52018/1/51	—	11 3	Flex. inner				
53395/1/51	—	22 6	Flex. complete				
53398/1/51	—	11 3	Flex outer				
SKEFKO							
6207	—	21 5	Ball, 35 × 72 × 17mm.				
N207	2217	34 11	Roller 35 × 72 × 17mm				
VOKES							
D55929	—	—	Air cleaner				



THE ENFIELD CYCLE COMPANY LIMITED
 CYCLE & MOTOR CYCLE MANUFACTURERS
 HEAD OFFICE AND WORKS
REDDITCH



CONTRACTORS TO HER
 MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
 BENTLEY'S 1ST & 2ND PHRASE

TELEGRAMS:
 CYCLES, PHONE, REDDITCH

TELEPHONE:
 REDDITCH 121 (8 LINES)

Our Reference:-

VIM/DAT/103.

30th August 1956

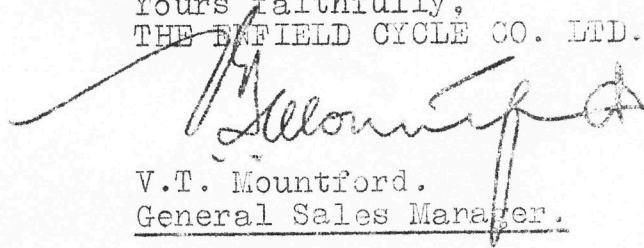
Dear Sir(s),

We have pleasure in enclosing a copy of our new Master Price List of Motorcycle Spare Parts. This publication has been issued in loose-leaf form for your convenience, so that Supplements may be added when issued.

We shall be pleased to supply subsequent copies of the Price List at the published price of 3/- less 25% to you as a bona fide Royal Enfield Dealer. Copies will not normally be supplied to the public, except upon special request, when they will be charged at 3/- nett.

The Master Price List must of course be used in conjunction with the appropriate Spare Parts Booklet.

Yours faithfully,
 THE ENFIELD CYCLE CO. LTD.



V.T. Mountford.
General Sales Manager.

Royal Enfield • CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

STRICTLY PRIVATE & CONFIDENTIAL

ROYAL ENFIELD MOTOR CYCLES
RETAIL & TRADE PRICES - 1958 SEASON

	<u>Retail</u>			<u>Trade</u>			<u>Purchase Tax</u>			<u>Retail inc. Purchase Tax</u>		
	£	s	d	£	s	d	£	s	d	£	s	d
"ENSIGN 11"	87.	10.	0	72.	3.	9	21.	13.	1	109.	3.	1
"ENSIGN 111"	92.	17.	6	76.	12.	6	22.	19.	9	115.	17.	3
"NEW 250 CLIPPER"	152.	5.	9	125.	12.	9	37.	13.	10	189.	19.	7
NEW 250 CLIPPER "AIRFLOW"	172.	6.	7	142.	3.	5	42.	13.	0	214.	19.	7
"CRUSADER 250"	170.	0.	0	140.	5.	0	42.	1.	6	212.	1.	6
CRUSADER 250 "AIRFLOW"	190.	0.	10	156.	15.	8	47.	0.	8	237.	1.	6
"350 CLIPPER"	160.	5.	0	132.	4.	2	39.	13.	3	199.	18.	3
"350 BULLET"	185.	0.	0	152.	12.	6	45.	15.	9	230.	15.	9
"500 BULLET"	196.	0.	0	161.	14.	0	48.	10.	2	244.	10.	2
"500 TWIN"	207.	10.	0	171.	3.	9	51.	7.	1	258.	17.	1
"METEOR MINOR STD"	200.	0.	0	165.	0.	0	49.	10.	0	249.	10.	0
METEOR MINOR STD "AIRFLOW"	220.	0.	10	181.	10.	8	54.	9.	2	274.	10.	0
"METEOR MINOR de LUXE"	220.	0.	0	181.	10.	0	54.	9.	0	274.	9.	0
METEOR MINOR de LUXE "AIRFLOW"	240.	0.	10	198.	0.	8	59.	8.	2	299.	9.	0
"SUPER METEOR"	227.	10.	0	187.	13.	9	56.	6.	1	283.	16.	1
"CONSTELLATION"	236.	9.	6	195.	1.	10	58.	10.	6	295.	0.	0

EXTRA EQUIPMENT

(Prices when supplied as original equipment on new machines)

Legshields - All Models	3.	10.	0	2.	17.	9	*			3.	10.	0
Pannier Set- Four stroke Models	7.	10.	0	6.	3.	9	1.	17.	1	9.	7.	1
Sidecar Gears, Forks & Steering Damper.	2.	10.	0	2.	1.	3	12.	4		3.	2.	4
Prop Stand - "350 Clipper"	1.	10.	0	1.	4.	9	7.	5		1.	17.	5
Dual Seat and Pillion Footrests - "350 Clipper"	5.	0.	0	4.	2.	6	1.	4.	9	6.	4.	9
Air Cleaner - "350 Clipper"	1.	7.	3	1.	2.	6	6.	9		1.	14.	0

*Tax free - supplied separately.



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS

HEAD OFFICE AND WORKS:-

REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE



TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-

CAEB/MJC

Dear Sir/s,

The new 250 Crusader motorcycle is now on the road in the hands of private owners and one or more machines have been delivered to you; there will, therefore, be an increasing demand for spares. The Crusader, as you know, is a completely new model in our range, and whilst there are a number of components common to other of our motorcycles there are very many parts which are new to the Crusader. As you will wish to lay in a stock of spares to service these machines we have prepared a list of items which will be especially useful for an initial stock and have pleasure in enclosing a copy of this list. May we suggest that you take an early opportunity of placing your order which will have our immediate attention.

Yours faithfully,
THE ENFIELD CYCLE COMPANY LIMITED.

Robert H. Cooper
Service Manager.

Enc:-

Royal Enfield •

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

THE ENFIELD CYCLE COMPANY LIMITED

SPEECH OF CHAIRMAN (MAJOR F. W. SMITH, C.B.E., T.D., J.P., M.I.MECH.E.) AT THE SIXTY-FIRST ANNUAL GENERAL MEETING, HELD ON THURSDAY, 31ST JANUARY, 1957

The Company's accounts, which you have before you for the year ending 31st July last, show a profit, subject to tax, of £27,796, as against £101,486 the previous year.

Your Directors have given careful consideration to the question of dividend payment, and, bearing in mind the Company's Reserves and the resulting carry forward of unappropriated Profits, they recommend the payment of 5% less tax on the Ordinary Stock.

As mentioned in the report issued with the accounts, the sales of motor cycles in the Home Market were seriously reduced in the latter half of the year by the sudden and unexpected imposition of increased Purchase Tax and Hire Purchase restrictions. As the manufacture of motor cycles forms the main part of our business, it will be understood that our total profits were accordingly adversely affected.

In the past two years new plant installed at a cost of £110,467 had placed the Company in a favourable position to increase both turnover and sales, and it is disappointing, therefore, to have to report a reduction in sales of motor cycles.

Sales of the Industrial Engine Company's Diesel Engines, however, increased considerably over the previous year and profits from this Department have been satisfactory.

Profits arising from operations at our Westwood Works on Government Contracts were less than for the previous year, owing to a reduction in Government requirements.

Turning to the Consolidated Balance Sheet, it will be seen that the Company's current assets, excluding stock, show a margin over current liabilities of £125,000. There has been a further increase in the value of the stock-in-trade, but the total stocks held would have been materially less than at July, 1955, except for a considerable number of finished motor cycles on hand at the close of the year. These, however, are included in stocks at conservative values, in the light of existing trading conditions.

Every effort is being made to reduce this total figure of stock-in-trade, which it is hoped will stand at a lower figure next year, and so bring some relief to our current resources.

Already it is pleasing to announce that our cash position has substantially improved since the date of the Balance Sheet.

The heavy toll of direct taxation continues, and again absorbs the major part of our profits. So long as this heavy burden remains, it becomes increasingly difficult to retain in the Company the cash reserves needed for trading and capital requirements.

This year, owing to the development of the Subsidiary Company making Diesel products, it has been necessary to revert again to Consolidated Accounts. These comprise the Parent Company, this Subsidiary, together with our Company in Australia.

During the year under review there have been considerable changes in the conditions affecting business in our industry and a marked change in the trend of design of motor cycles in the Home Market.

This demand for better styled, smaller and safer machines is not unexpected and in the last few months we have completed the development of and placed on the market, a completely new design of 250 c.c. capacity, four-stroke motor cycle, which we have named the "Crusader," and which we consider is the type of motor cycle required to meet modern conditions.

This motor cycle is styled on the most modern and up-to-date lines, with unit construction of engine, gearbox and electrical equipment, and its transmission is completely enclosed. In size it is smaller than the conventional motor cycle and in consequence is easier to control and much safer to ride.

The "Crusader" was enthusiastically received by the Press, the public and the trade, and we have been well satisfied with the orders received for it. Following the Company's usual practice the whole of the cost of developing and tooling up for this model are written off against profits.

The recent introduction of petrol rationing, together with the increase in tax on fuel oils cannot do other than add to our difficulties, but the more recent relaxation of hire purchase restrictions in respect of motor cycles is welcomed as a much needed stimulant to our trade in the Home Market. It is as yet too early to accurately judge the overall effects of these measures, but the decrease in hire purchase deposits will be beneficial in helping to off-set the other adverse factors affecting sales.

Our Factory at Westwood has until recently been wholly employed on Government Contracts but, in consequence of the decline in requirements from this source, all available plant is now being employed on the manufacture of products for the aircraft industry.

In overseas markets our agreements with the Indian Company of America and the Enfield India Limited of India, have enabled us to achieve a satisfactory proportion of the motor cycle exports to these important markets. Elsewhere we are continuing to meet formidable competition from the Continent, and in many markets sales are limited by the availability of import licences, by currency restrictions and by the lack of favourable International Trade Agreements.

While our new 250 c.c. motor cycle has already attracted additional orders both from the Home and Export Markets, at the present time it would be rash to attempt to forecast the future in view of the present international situation. All will depend upon the Government taking action to instil renewed confidence into Industry. This could best be done by some relaxation of the Credit Squeeze.

In conclusion I desire to express the thanks of the Board to those executives and members of the staff who have willingly co-operated in adjusting our organization to the changing and difficult conditions of the past year.

TRADE MARK
MADE LIKE A GUN

THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS

HEAD OFFICE AND WORKS:-

REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-

VTM/DAT/111.

26th February, 1957.


Dear Sirs,

You will be aware from the British Cycle & Motor Cycle Industries Association's letter of February 21st 1957, addressed to all Motor Cycle Dealers, of the alterations in the agreements constituting the Conditions of Trading in Motor Cycles.

As a consequence of the alteration we hereby formally notify you that the existing 1957 M/D agreement entered into with you for the Sales of Royal Enfield Motor Cycles is terminated as and from February 27th, 1957. It will be replaced by a revised agreement which will either be posted to you, or completed on the occasion of our Representative's next visit.

IT IS ESSENTIAL THAT YOU GIVE IMMEDIATE NOTICE to any Dealer to whom you resell Royal Enfield Motor Cycles that the D/D Agreement in existence at the present time is also terminated on February 27th, 1957, and that a new agreement will have to be signed.

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.


V.T. Mountford,
General Sales Manager.

Royal Enfield.

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS



HEAD OFFICE AND WORKS:-
REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (6 LINES)

Our Reference:-

JJB/DAT/5.

20th February, 1957.

Dear Sirs,

With the present improvement in Sales, we feel the time opportune to bring to your notice again, the outstanding value offered by the "350 Clipper".

With a retail price of £173.12.0, including purchase tax, the "350 Clipper" must appeal, the engine is the same as the famous Model G, which has an unsurpassed reputation for performance and reliability. When fitted to the "Clipper" frame, which has a Casquette fork head, telescopic front forks and swinging arm rear suspension, it makes an up-to-the-minute "350" at an extremely competitive price.

We enclose a copy of our current Sales Folder which gives details of the "350 Clipper" together with our other current Models.

Our Publicity Department will be only too pleased to assist you with advertising material of all kinds.

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.

J.J. Booker,
Motor Cycle Sales Manager.

Royal Enfield •

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

TRADE MARK
MADE LIKE A GUN

THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEYS 1ST & 2ND PHRASE

HEAD OFFICE AND WORKS:-
REDDITCH



TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (6 LINES)

Our Reference:-
VTM/DAT/110.

22nd February, 1957.

Dear Sirs,

We beg to announce that Mr. G.D. Burney has resigned his position as Irish Representative of this Company and will relinquish his duties at the end of the present month.

Arrangements have been made for the assembly and distribution of motor cycles and spare parts with the Mountjoy Motor Cycles Ltd., 18, Berkeley Street, Dublin, as advised in our letter of the 24th September, 1956. We would, however, ask Dealers to submit their orders for motor cycles direct to us at Redditch, but orders for spares should be sent to Messrs. Mountjoy who will give prompt delivery.

We shall in a few days announce the new arrangements made for the distribution of Royal Enfield Bicycles, but in the meantime all communications regarding bicycles or gradual payments should be sent direct to these Works.

Assuring you of our best attention at all times.

We are,

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.


W.T. Mountford,
General Sales Manager.

Royal Enfield.

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

THE ENFIELD CYCLE COMPANY LIMITED

HEAD OFFICE & WORKS: REDDITCH

ROYAL ENFIELD SERVICE BULLETIN No: 34.

Date: 2nd Dec., 1957.

DRY CHARGED BATTERY FILLING INSTRUCTIONS.

Please note that we are advised by Joseph Lucas (Batteries) Limited that they are modifying the filler caps on their batteries and at the same time issuing revised filling instructions.

The type of filler cap previously used, which is designed to prevent over-filling, was found to be unsatisfactory in so far as, after standing for one hour, the level in the battery may be appreciably higher than that to which it was originally filled. This type of cap is therefore being replaced by one with an internal baffle and two small vent holes which are stopped up by red plastic plugs which should be removed and thrown away when the battery is put into service.

The battery should be filled with acid at specific gravity 1.270* up to the level of the top of the plates. If, after standing for one hour, the level has risen the surplus should be syphoned off.

After standing for one hour the battery is 90% charged. If possible a freshening charge of four hours at $1\frac{1}{2}$ amps. should be given. If after this the level has risen further the surplus should again be syphoned off.

Full instructions are given on the Tallies attached to the batteries.

* In tropical climates (above 90°F or 32°C) the specific gravity should be 1.210. All gravities measured at 60°F (15.5°C).



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS



HEAD OFFICE AND WORKS:-
REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

Our Reference:-
VTM/DAT.

TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Dear Sirs,

We have pleasure in enclosing herewith completed copy of the M/DS and M/D (S or R) Agreement, confirming the arrangements made with you for the sale of ROYAL ENFIELD Motor Cycles for the 1958 Season.

Your co-operation in continuing to carefully carry out the procedure of the Sale or Return Scheme will be greatly appreciated, and we shall continue to send out, each month, the Monthly Report Forms for completion and return within the required period.

We take this opportunity of thanking you for your past support, and look forward to your co-operation in increasing the sales of ROYAL ENFIELD Motor Cycles to our mutual benefit.

Yours faithfully,
THE ENFIELD CYCLE COMPANY LIMITED

V.T. Mountford.
General Sales Manager.

Royal Enfield.

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

HEAD OFFICE AND WORKS:-
REDDITCH



TELEGRAMS:
CYCLES: PHONE: REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-
EAL/MEB

23rd October, 1957.

CHEQUES ACT, 1957 FORMAL RECEIPTS.

Dear Sir(s),

Consequent upon the coming into operation of the above Act on the 17th instant, we have decided to discontinue, as from 1st November next, the practice of giving formal receipts for payments made by cheque, unless specifically requested to do so at the time of payment.

It is hoped that our customers will co-operate and in accordance with the Act accept the paid unendorsed cheque, when returned to them by their Bankers, as evidence of receipt; nevertheless, if an official form of receipt is required in respect of sums paid to us by cheque, we shall give a receipt if so advised, and also receipts for payments made by Cash, Postal or Money Order, will continue to be issued.

The statements and invoices sent to us when remitting will be returned for record purposes.

Yours faithfully,
THE ENFIELD CYCLE COMPANY LTD.

Secretary

Royal Enfield • CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

November, 1956

SUPPLEMENTARY INSTRUCTIONS FOR 1957

Royal Enfield "500 TWIN"

IGNITION SYSTEM

Current models of the "500 Twin" have ignition and lighting by an alternator, coil and distributor.

The alternator is housed in the primary chain case, the rotor being held to the driving shaft by a single nut with a lock washer. The stator is held to the back of the chain case by three nuts.

On the engine shaft there is an adaptor to take the rotor and it is possible to fit this adaptor in either of two positions, making a difference of half a revolution.

TIMING THE IGNITION

Fit the stator with the leads from it on the inside, facing the back of the chain case. Turn the engine until the left-hand piston is at top dead centre of the firing stroke. Put the rotor adaptor on the shaft with the keyway in the 12 o'clock position. Fit the rotor. With the parts in these positions easy emergency starting will be achieved.

Slacken the clamp bolt, which holds the distributor to the housing at the back of the timing case. Turn the distributor body until the points are just breaking with the left-hand piston $1/32$ " before top dead centre. The automatic ignition control gives a fully retarded ignition point when at rest. With the ignition points closed, the ammeter will show a discharge and the point at which they open will be revealed by the ammeter needle returning to zero. This is a more accurate method of determining the breaking of the contact points than using a feeler or piece of paper between the points.

In the event of a general overhaul where complete dismantling has taken place, the distributor driving chain should be fitted as nearly as possible to the position at which the contact points should open. The fine adjustment of the timing may then be carried out as detailed above.

The ignition switch is in the side of the toolbox and shows positions marked Emergency, Off and Ignition. Always switch back to "IGN" when a start has been made on the Emergency position. In the Casquette head is the lighting switch which shows positions marked "OFF", "L", and "H"; these are self explanatory and there is a dipper switch on the left handlebar for dipping the headlight.

This Supplement must be used in conjunction with Instruction Book, ref. 447 (3rd Edition) covering "500 Twin".

THE ENFIELD CYCLE CO. LIMITED, REDDITCH, WORCS.

585/2½M. 11/56

PRINTED IN ENGLAND



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS

HEAD OFFICE AND WORKS:-

REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE



TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-
VTM/DAT/113.

5th March, 1957.

Dear Sirs,

CONFIDENTIAL.

THE CYCLE INDUSTRY'S CO-OPERATIVE ADVERTISING SCHEME.

We are pleased to inform you that we are co-operating in the joint advertising scheme to publicize cycling which has been approved by Representatives of both the dealers and manufacturers in the industry as announced in the British Cycle & Motor Cycle Industries Association's letter addressed to all cycle dealers on their register, dated February 26th, 1957.

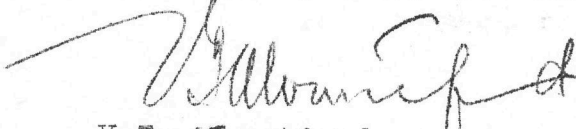
The scheme which comprises both ITV and Cinema Programmes will commence on March 17th, and will cost nearly £40,000 during the first year. It will be financed by a levy of 1/- per machine on bicycles supplied and invoiced in the home market on and after Monday, March 11th; of which 6d. will be contributed by the manufacturer and 6d. by the dealer.

We feel sure that you will appreciate the benefit which will result from the scheme and be prepared to co-operate.

We shall accordingly submit a separate invoice for your contribution in respect of all Royal Enfield Bicycles despatched and invoiced to you on and after March 11th.

Leaflets and window bills announcing the advertising programmes, suitable for display on your premises are available and will be supplied on request.

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.


V.T. Mountford,
General Sales Manager.

Royal Enfield.

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

STRICTLY PRIVATE & CONFIDENTIAL.

ROYAL ENFIELD MOTOR CYCLES.

RETAIL & TRADE PRICES - 1957 SEASON.

MODEL	Retail			Trade			Purchase Tax			Retail inc. Purchase Tax.		
	£.	s.	d.	£.	s.	d.	£.	s.	d.	£.	s.	d.
"ENSIGN II"	80.	12.	6.	64.	10.	0.	19.	7.	0.	99.	19.	6.
"ENSIGN II" with Rectified A.C. Lighting Set.	85.	9.	6.	68.	7.	7.	20.	10.	3.	105.	19.	9.
"250 CLIPPER"	130.	0.	0.	104.	0.	0.	31.	4.	0.	161.	4.	0.
"CRUSADER 250"	160.	0.	0.	128.	0.	0.	38.	8.	0.	198.	8.	0.
"350 CLIPPER"	140.	0.	0.	112.	0.	0.	33.	12.	0.	173.	12.	0.
"350 BULLET"	170.	0.	0.	136.	0.	0.	40.	16.	0.	210.	16.	0.
"500 BULLET"	180.	0.	0.	144.	0.	0.	43.	4.	0.	223.	4.	0.
"500 TWIN"	190.	0.	0.	152.	0.	0.	45.	12.	0.	235.	12.	0.
"SUPER METEOR"	210.	0.	0.	168.	0.	0.	50.	8.	0.	260.	8.	0.

EXTRA EQUIPMENT.

(Prices when supplied as original equipment on new machines)

Legshields.	3.	3.	0.	2.	10.	5.	*		3.	3.	0.	
Prop stand on "Clipper" Models.	1.	5.	0.	1.	0.	0.	6.	0.	1.	11.	0.	
Dual Seat and Pillion Footrests on "Clipper" Models.	3.	15.	0.	3.	0.	0.	18.	0.	4.	13.	0.	
Pannier Set on Four-stroke Models.	6.	5.	0.	5.	0.	0.	1.	10.	0.	7.	15.	0.
Sidecar Gears, Forks and Steering Damper.	2.	2.	0.	1.	13.	7.	10.	1.	2.	12.	1.	

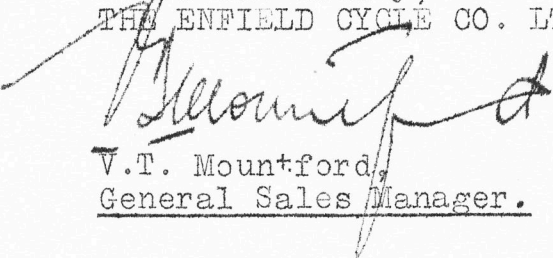
*Tax free - supplied separately.

26th September, 1956.

At the above prices these machines offer unrivalled value and we feel confident that they will prove a great attraction in all markets.

We are in a position to give prompt delivery and we thank you in anticipation of your orders, which will receive our careful attention.

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.



V.T. Mountford,
General Sales Manager.

STRICTLY PRIVATE & CONFIDENTIAL.

ROYAL ENFIELD MOTOR CYCLES.

RETAIL & TRADE PRICES - 1957 SEASON.

MODEL	Retail			Trade			Purchase Tax			Retail inc. Purchase Tax.		
	£.	s.	d.	£.	s.	d.	£.	s.	d.	£.	s.	d.
"ENSIGN II"	80.	12.	6.	64.	10.	0.	19.	7.	0.	99.	19.	6.
"ENSIGN II" with Rectified A.C. Lighting Set.	85.	9.	6.	68.	7.	7.	20.	10.	3.	105.	19.	9.
"250 CLIPPER"	130.	0.	0.	104.	0.	0.	31.	4.	0.	161.	4.	0.
"CRUSADER 250"	160.	0.	0.	128.	0.	0.	38.	8.	0.	198.	8.	0.
"350 CLIPPER"	140.	0.	0.	112.	0.	0.	33.	12.	0.	173.	12.	0.
"350 BULLET"	170.	0.	0.	136.	0.	0.	40.	16.	0.	210.	16.	0.
"500 BULLET"	180.	0.	0.	144.	0.	0.	43.	4.	0.	223.	4.	0.
"500 TWIN"	190.	0.	0.	152.	0.	0.	45.	12.	0.	235.	12.	0.
"SUPER METEOR"	210.	0.	0.	168.	0.	0.	50.	8.	0.	260.	8.	0.

EXTRA EQUIPMENT.

(Prices when supplied as original equipment on new machines)

Legshields.	3.	3.	0.	2.	10.	5.	*		3.	3.	0.	
Prop stand on "Clipper" Models.	1.	5.	0.	1.	0.	0.	6.	0.	1.	11.	0.	
Dual Seat and Pillion Footrests on "Clipper" Models.	3.	15.	0.	3.	0.	0.	18.	0.	4.	13.	0.	
Pannier Set on Four-stroke Models.	6.	5.	0.	5.	0.	0.	1.	10.	0.	7.	15.	0.
Sidecar Gears, Forks and Steering Damper.	2.	2.	0.	1.	13.	7.	10.	1.	2.	12.	1.	

*Tax free - supplied separately.

26th September, 1956.

January 1957

SUPPLEMENTARY INSTRUCTIONS

for

Royal Enfield

"ENSIGN II" with Rectifier

LIGHTING SET

On machines having rectifier units the lights are controlled by a switch having four positions, namely, CH., D., H., and L. When the switch is in position CH. uni-directional current is taken from the rectifier to charge the battery. In switch position D. alternating current is used to light the head lamp, tail lamp and speedometer light which are lit only when the engine is running. At the same time a small charge of uni-directional current passes from the rectifier to charge the battery. In switch position H., the headlamp, tail lamp and speedometer light are lit by direct current from the battery which, while the engine is running, receives a charge of uni-directional current from the rectifier. If the engine is running at a high enough speed the charging current to the battery may exceed the lamp load but at low speeds or when the engine is stopped there will be a discharge from the battery. In position L., the headlamp, pilot bulb, tail lamp and speedometer light are lit with direct current from the battery, which will receive a charge whenever the engine is running at more than idling speed.

The advantage of position H. is that the lights do not go down when the engine slows or stops but position D. has the advantage that the battery does not discharge under these conditions. It will usually be found also that at high speeds the headlamp is rather brighter with the switch in position D. than it is in position H.

A dipper switch on the handlebar permits the main light to be dipped when required. This operates with the switch either in position D. or H.

The correct bulbs for use in this set are as shown in the table in paragraph 12 of the Instruction Book with the exception that the pilot bulb is of the same type as that used in the tail lamp, i.e. 6 volt 3 watt single contact with small bayonet cap.

This Supplement must be used in conjunction with Instruction Book Ref. 487, covering "Ensign I & II" Models.

THE ENFIELD CYCLE CO. LTD. REDDITCH WORCS.

590/2½M. 157.

PRINTED IN ENGLAND



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS



HEAD OFFICE AND WORKS:-
REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A.B.C. 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

Our Reference:-
JJB/DAT/8.

TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

30th April, 1957.

Dear Sirs,

New Motorcycle Prices - CORRECTION.

We find that owing to a printer's error a small quantity of the new Retail Price Lists bears a Total Price of £203. 6. 5. for the "Crusader 250". This should read £208. 6. 5. as can be seen by adding together the Retail Price and Purchase Tax.

We therefore suggest that you check carefully any copies of the black and orange Price List which you may have received already.

The correct price has, however, been given in the Trade Price List circulated to you with our letter ref. JJB/DAT/7, dated 25th April, 1957.

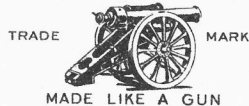
Yours faithfully,
THE ENFIELD CYCLE CO. LTD.

J.J. Booker.

Motor Cycle Sales Manager.

Royal Enfield.

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS

HEAD OFFICE AND WORKS:-

REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A.B.C. 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE



TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-

JJB/DAT/7.

25th April, 1957.

Dear Sir(s), ROYAL ENFIELD MOTORCYCLES.

We have maintained the prices of our Motor Cycles for a considerable time, despite steadily increasing costs of production. These cost increases have now reached a point when a rise in price has become inevitable. We have therefore to advise you that the prices of all ROYAL ENFIELD Motor Cycles will be increased from April 29th, 1957.

The new prices which are given in the enclosed price list will apply to all Motor Cycles despatched from the Works on and after 29th April.

Retail price lists showing the new prices will be made available in the near future and issued with all catalogues sent from the Works.

We are sure you will appreciate that we regret making this increase and that we have only done so after careful consideration of the circumstances.

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.

J.J. Booker
Motor Cycle Sales Manager.

Royal Enfield •

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

STRICTLY PRIVATE & CONFIDENTIAL.

ROYAL ENFIELD MOTOR CYCLES.

RETAIL & TRADE PRICES - 1957 SEASON.

MODEL	Retail			Trade			Purchase Tax			Retail inc. Purchase Tax.		
	£.	s.	d.	£.	s.	d.	£.	s.	d.	£.	s.	d.
"ENSIGN II"	86.	13.	6.	69.	6.	10.	20.	16.	0.	107.	9.	6.
"ENSIGN II" with Rectified A.C. Lighting Set.	91.	17.	6.	73.	10.	0.	22.	1.	0.	113.	18.	6.
"250 CLIPPER"	136.	10.	0.	109.	4.	0.	32.	15.	3.	169.	5.	3.
"CRUSADER 250"	168.	0.	0.	134.	8.	0.	40.	6.	5.	208.	6.	5.
"350 CLIPPER"	150.	10.	0.	120.	8.	0.	36.	2.	5.	186.	12.	5.
"350 BULLET"	182.	15.	0.	146.	4.	0.	43.	17.	3.	226.	12.	3.
"500 BULLET"	193.	10.	0.	154.	16.	0.	46.	8.	9.	239.	18.	9.
"500 TWIN"	204.	5.	0.	163.	8.	0.	49.	0.	5.	253.	5.	5.
"SUPER METEOR"	225.	15.	0.	180.	12.	0.	54.	3.	7.	279.	18.	7.

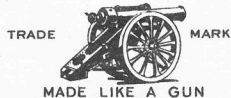
EXTRA EQUIPMENT.

(Prices when supplied as original equipment on new machines)

Legshields.	3.	7.	6.	2.	14.	0.	*		3.	7.	6.	
Prop stand on "Clipper" models.	1.	7.	6.	1.	2.	0.	6.	7.	1.	14.	1.	
Dual Seat & Pillion Footrests on "Clipper" Models.	4.	0.	0.	3.	4.	0.	19.	3.	4.	19.	3.	
Pannier Set on Four-stroke Models.	6.	15.	0.	5.	8.	0.	1.	12.	5.	8.	7.	5.
Sidecar Gears, Forks and Steering Damper.	2.	5.	0.	1.	16.	0.	10.	9.	2.	15.	9.	

*Tax free - supplied separately.

29th April, 1957.



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS

HEAD OFFICE AND WORKS:-

REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A.B.C. 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

Our Reference:-
AWHEY/DAT/34.

TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

16th May, 1957.

Dear Sirs,

Motorcycle Spare Parts Prices.

We have pleasure in enclosing a copy of a Supplement to the Royal Enfield Master Price List of Motorcycle Spare Parts dated September, 1956.

You may make the necessary corrections to your list from the Errata on the first sheet and then insert the remaining pages of New Parts in the loose-leaf Master Price List sent you last September.

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.

A.W.E. Yate.
Publicity Department.

Royal Enfield.

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

Royal Enfield

MOTOR CYCLES

PRICES OF 1957 MODELS

	Retail Price	Purchase Tax	Total
	£ s. d.	£ s. d.	£ s. d.
"Ensign II" 148 c.c. Two stroke ...	80 12 6	19 7 0	99 19 6
"Ensign II" with rectified A.C. Lighting Set ...	85 9 6	20 10 3	105 19 9
"250 Clipper" 248 c.c. O.H.V. ...	130 0 0	31 4 0	161 4 0
"Crusader 250" 248 c.c. O.H.V. ...	160 0 0	38 8 0	198 8 0
"350 Clipper" 346 c.c. O.H.V. ...	140 0 0	33 12 0	173 12 0
"350 Bullet" 346 c.c. O.H.V. ...	170 0 0	40 16 0	210 16 0
"500 Bullet" 499 c.c. O.H.V. ...	180 0 0	43 4 0	223 4 0
"500 Twin" 496 c.c. O.H.V. ...	190 0 0	45 12 0	235 12 0
"Super Meteor" 692 c.c. O.H.V. ...	210 0 0	50 8 0	260 8 0

EXTRA EQUIPMENT

(Prices when supplied as original equipment on New Machines)

	£ s. d.	£ s. d.	£ s. d.
Legshields ...	3 3 0	*	3 3 0
Prop Stand on "Clipper" Models ...	1 5 0	6 0	1 11 0
Dual Seat and Pillion Footrests on "Clipper" Models ...	3 15 0	18 0	4 13 0
Pannier Set—4-stroke Models ...	6 5 0	1 10 0	7 15 0
Sidecar Forks, Gears and Steering Damper	2 2 0	10 1	2 12 1

*Tax Free—Supplied separately.

26th September, 1956.



THE
Royal Enfield

ADVERTISING
SERVICE

1957 SEASON

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

ROYAL ENFIELD
PRESENTS
THE NEW
ROYAL ENFIELD
MOTORCYCLE



Call and see this
OUTSTANDING
MOTORCYCLE

DEALER'S
NAME

Ref. SMC.7

ROYAL ENFIELD
EXCLUSIVE TO



**DUAL
FRONT
BRAKE**

From the
"SUPER METEOR"
"500 TWIN"
"MULLET" MODELS


Call and see yours
at your Dealer

DEALER'S
NAME

Ref. SMC.9

Printed in England

ROYAL ENFIELD
PRESENTS
THE NEW
ROYAL ENFIELD
MOTORCYCLE



Call and see this
OUTSTANDING
MOTORCYCLE

DEALER'S
NAME

Ref. SMC.6

ROYAL ENFIELD
EXCLUSIVE TO



QUICKLY DETACHABLE REAR WHEEL

From the
"SUPER METEOR"
"500 TWIN"
"500 MULLET"
"500 TWIN"
"MULLET" MODELS

Call and see yours
at your Dealer

DEALER'S
NAME

Ref. SMC.8

592/31M.357

Just one more service



THE BEST DEAL FOR THE BEST DEALERS

In order to assist Royal Enfield Dealers in their local advertising, we are pleased 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 layouts for special requirements will be submitted upon receipt of details of size of space to be employed.

To take advantage of this offer apply, quoting the reference number of the Stereo, Cinema Slide or Leaflet required, to:—

**THE ENFIELD CYCLE CO. LTD.
PUBLICITY DEPARTMENT, REDDITCH, WORCS.**

FOR 4" DOUBLE COLUMN

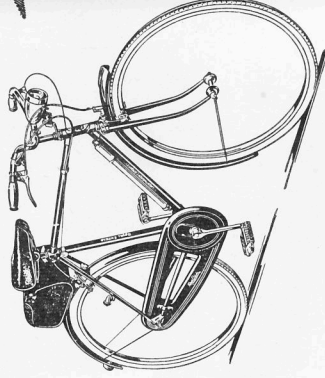
Ride right royally



on a

Royal Enfield

WT de luxe



... the aristocrat of the range — fully equipped for all-year-round riding

The comprehensive Royal Enfield range is on show at your local dealers

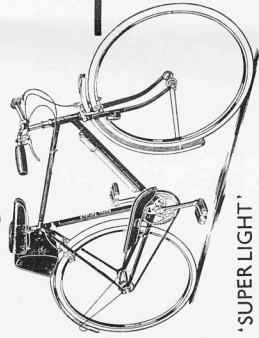
DEALER'S ADDRESS PANEL

Ref. C.27

Also available in 3" double column size, Ref. C.27A.

FOR 4" DOUBLE COLUMN

**THE
'DUAL PERSONALITY'
BICYCLE**



'SUPERLIGHT'

There is a

Royal Enfield

for every type of Riding

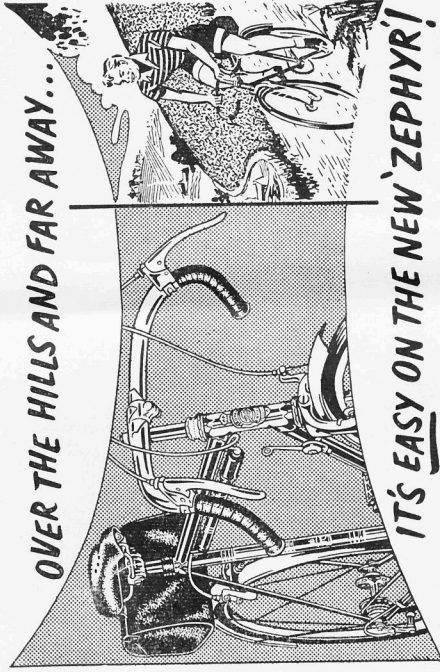
SEE THE COMPLETE RANGE AT YOUR LOCAL DEALERS

DEALER'S ADDRESS PANEL

Ref. C.28

Also available in 3" double column size, Ref. C.28A

FOR 4" DOUBLE COLUMN



OVER THE HILLS AND FAR AWAY...

IT'S EASY ON THE NEW 'ZEPHYR'!

There is a **Royal Enfield**

for every type of Riding

SEE THE COMPLETE RANGE AT YOUR LOCAL DEALERS

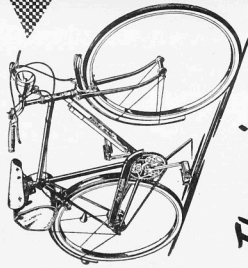
DEALER'S ADDRESS PANEL

Ref. C.29

Also available in 3" double column size, Ref. C.29A

FOR 4" DOUBLE COLUMN

AS SMART AND
AS COMFORTABLE AS A UNICORN



There is a

Royal Enfield

for every type of Riding

SEE THE COMPLETE RANGE AT YOUR LOCAL DEALERS

DEALER'S ADDRESS PANEL

Ref. C.30

Also available in 3" double column size, Ref. C.30A

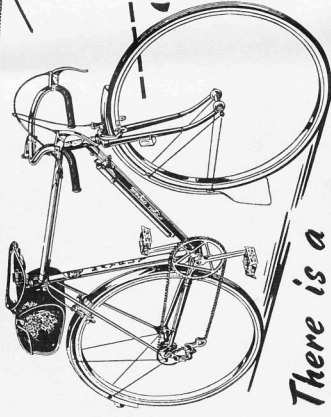


'BERMUDA'
DE LUXE
TOURIST MODEL

FOR 4" DOUBLE COLUMN

Give yourself the freedom
of the Road!

on
the
NEW



ROYAL ENFIELD

'MAYFLY'

CLUB MODEL

There is a

Royal Enfield

for every type of Riding

SEE THE COMPLETE RANGE AT YOUR LOCAL DEALERS

DEALER'S ADDRESS PANEL

Ref. C.31

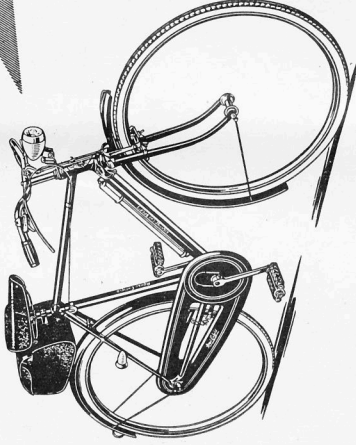
Also available in 3" double column size, Ref. C.31A

CYCLE LEAFLETS, size 8" x 10",
for door-to-door distribution.



on a
Royal Enfield

WR de luxe

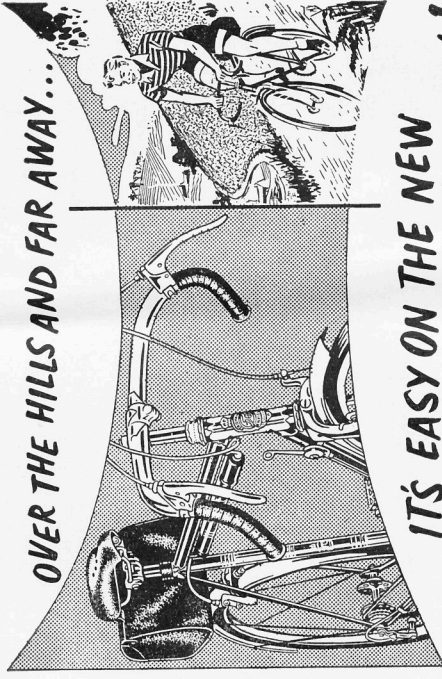


... the aristocrat
of the range —
fully equipped
for all-year-round
riding

The comprehensive
Royal Enfield range
is on show at your
local dealers

Leaflet Ref. 595

Cycle Leaflets are also available for the "Superlight"
and "Bermuda," Refs. 596 and 598 respectively. These
are identical to the advertisements C.28 and C.30.



OVER THE HILLS AND FAR AWAY...

**IT'S EASY ON THE NEW
'ZEPHYR'!**

There is a

Royal Enfield

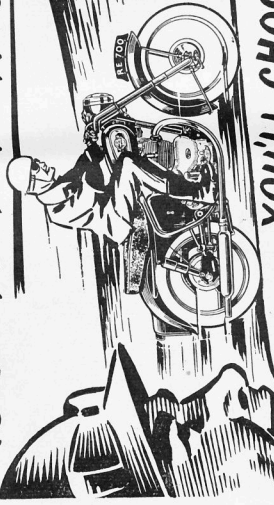
for every type of Riding

SEE THE COMPLETE RANGE AT

Leaflet Ref. 597

FOR 4" DOUBLE COLUMN

WHEN THE ACCENT
IS ON PERFORMANCE



YOU'LL CHOOSE THE
Royal Enfield
'SUPER METEOR'

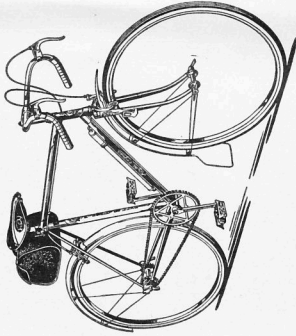
DEMONSTRATIONS
AT YOUR LOCAL DEALERS

DEALER'S ADDRESS PANEL

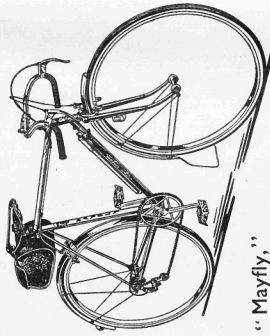
Ref. M.107

Also available featuring 500 Twin, Ref. M.108

VARIOUS CYCLE BLOCKS



"Firefly-De-Luxe"
Ref. C.32

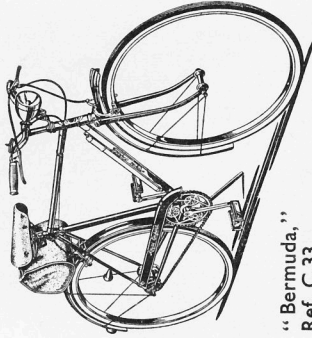


"Mayfly"
Ref. C.34

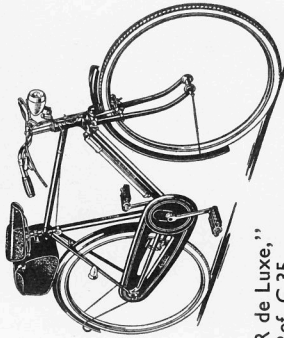
Also available :

"WT de Luxe"
Ref. C.36

"Superlight"
Ref. C.37



"Bermuda,"
Ref. C.33

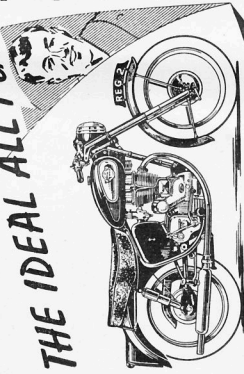


"WR de Luxe,"
Ref. C.35

FOR 4" DOUBLE COLUMN

SO MANY RIDERS
ASSERT THAT IT'S
THE IDEAL ALL-PURPOSE MOTORCYCLE

Royal Enfield 350 BULLET



THE REST OF THE ROYAL ENFIELD
RANGE IS ALSO ON DISPLAY AT

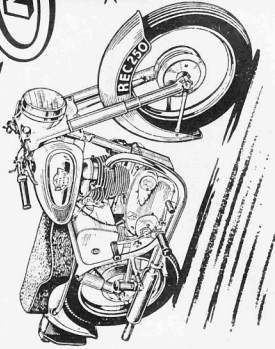
TESTED & PROVED!

DEALER'S ADDRESS PANEL

Ref. M.109

FOR 4" DOUBLE COLUMN

ENJOY
MODERN MOTORCYCLING
AT ITS BEST
on the NEW
Royal Enfield



UP-TO-DATE HANDSOME
STREAMLINED DESIGN
LOW RIDING POSITION
FOR EASE OF HANDLING
AND SAFETY
70 M.P.H. & 100 M.P.G.

— AND MANY OTHER
OUTSTANDING
FEATURES

.....
WE CAN GIVE YOU FULL DETAILS
OF THIS LATEST ROYAL ENFIELD MODEL

DEALER'S ADDRESS PANEL

Ref. M.110

FOR 4" DOUBLE COLUMN

**MORE
THAN
EVER**

THE THRIFTY

250

**WITH
THE
LUXURY
LOOK!**



Royal Enfield '250 CLIPPER'

See the

1957 Range at

350^{cc} Version
also available

DEALER'S ADDRESS PANEL

Ref. M.111

FOR 3" DOUBLE COLUMN

130 MILES PER GALLON!

GO ANYWHERE

GO EVERYWHERE

ON A

ENSIGN II

Royal Enfield

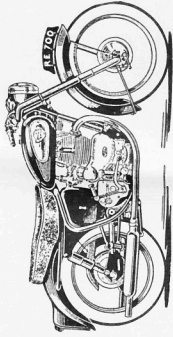
SEE THE LATEST MODELS AT

DEALER'S ADDRESS PANEL

Ref. M.112

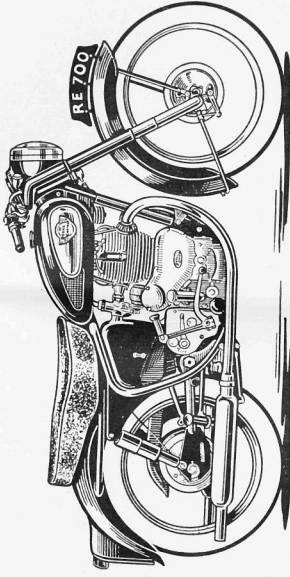
Ref. No.

M.113



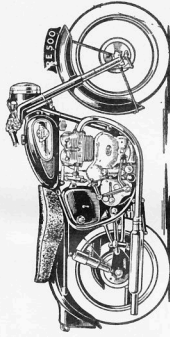
"Super Meteor"

M.114



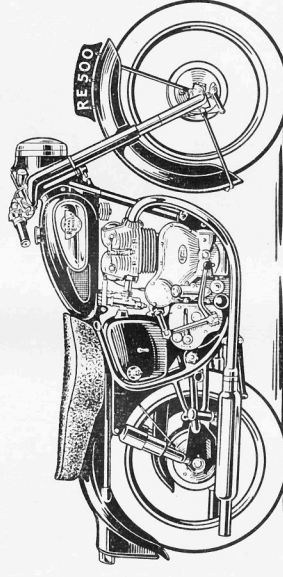
"Super Meteor"

M.115



"500 Twin"

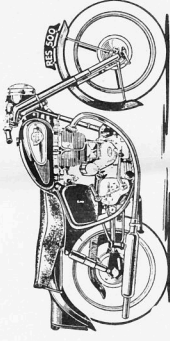
M.116



"500 Twin"

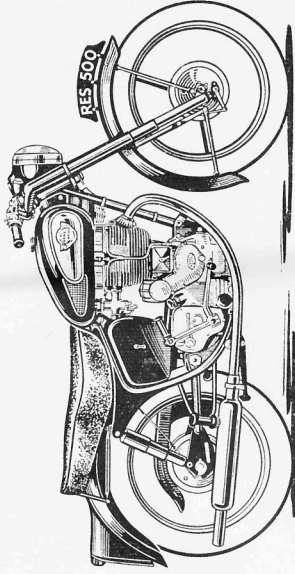
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M.117



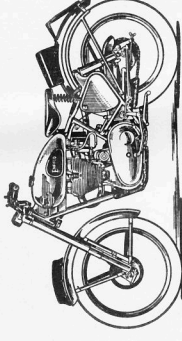
"500 Bullet"

M.118



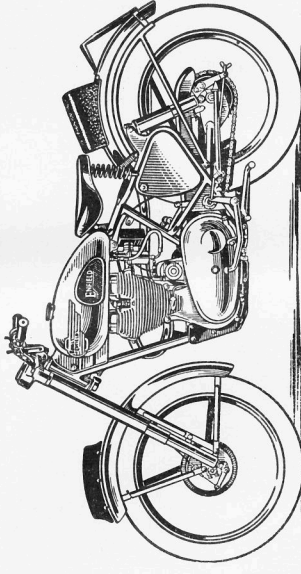
"500 Bullet"

M.119



"Trials Bullet"

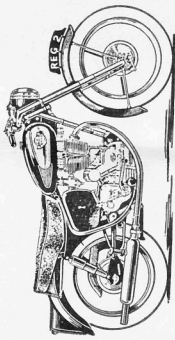
M.120



"Trials Bullet"

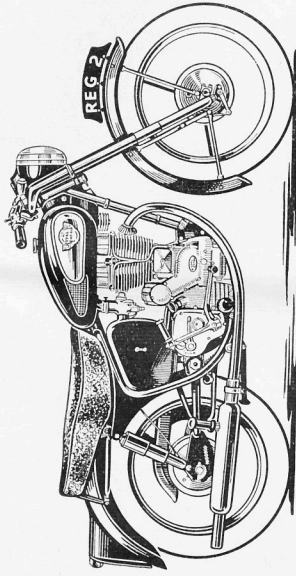
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M.121



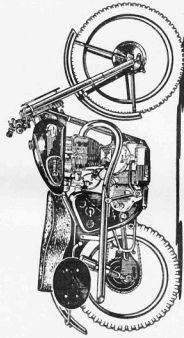
"350
Bullet"

M.122



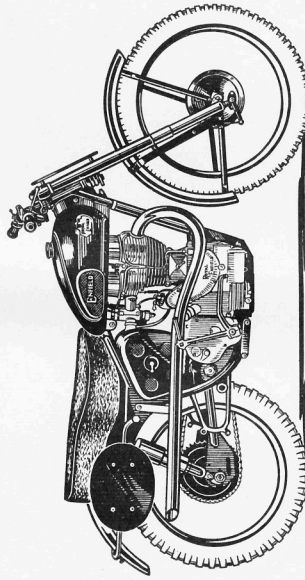
"350
Bullet"

M.123



"Moto-
cross
Bullet"

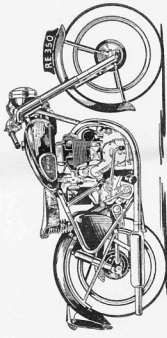
M.124



"Moto-
cross
Bullet"

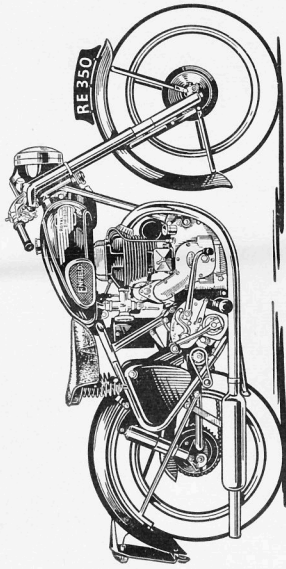
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M.125



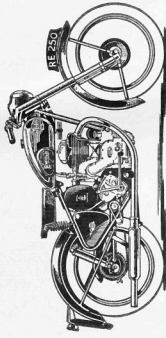
"350
Clipper"

M.126



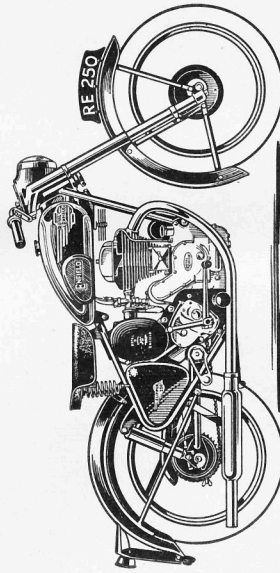
"350
Clipper"

M.127



"250
Clipper"

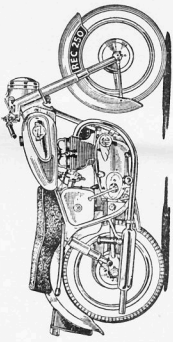
M.128



"250
Clipper"

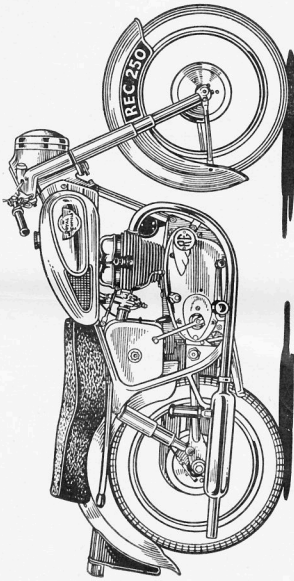
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M.129



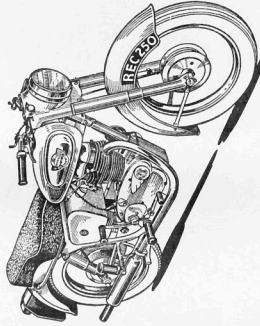
"Crusader
250"

M.130



"Crusader
250"

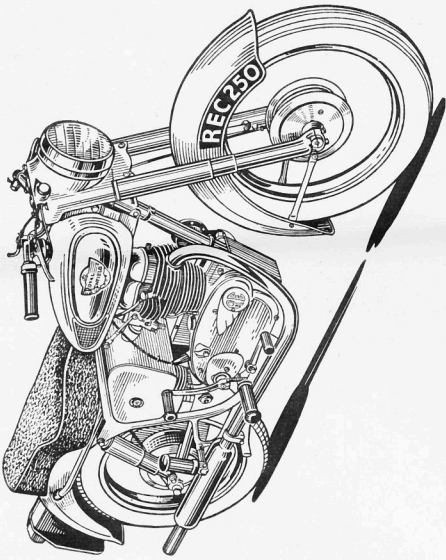
M.131



"Crusader
250"

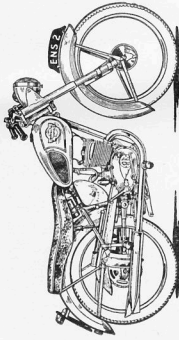
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M.132



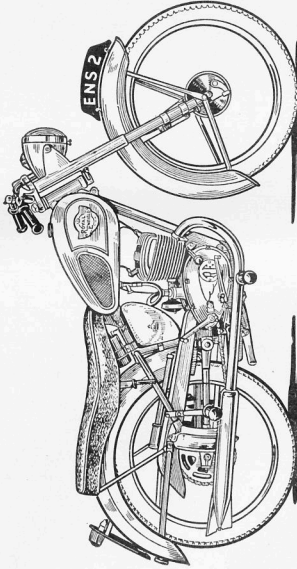
"Crusader
250"

M.133



"Ensign II"

M.134

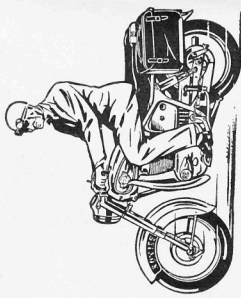


"Ensign II"

Ref. N.10



Ref. N.9

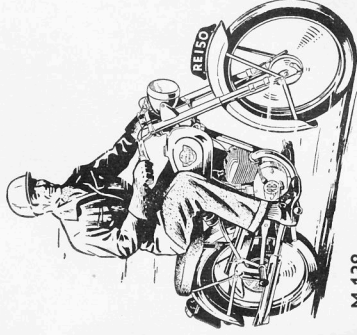
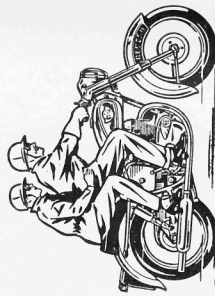


"Crusader 250"
M.135



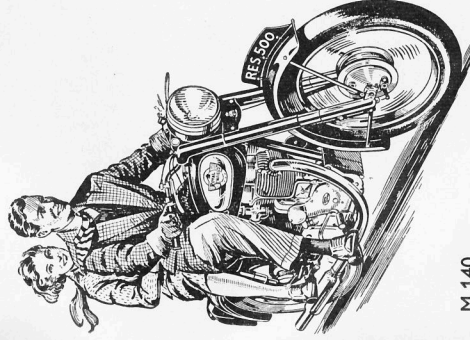
"Crusader 250" M.137

"Crusader 250"
M.136



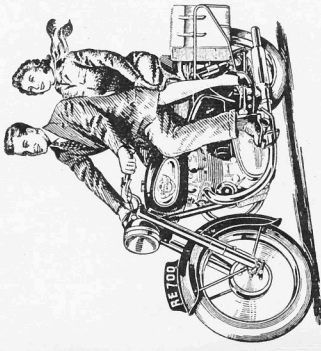
M.138

"Ensign II"



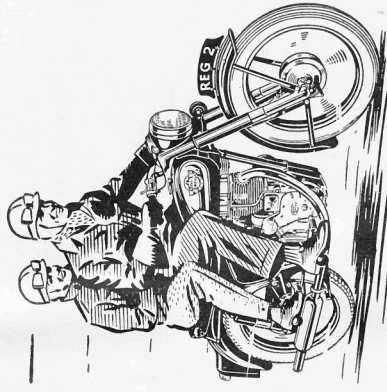
M.140

"500 Bullet"



M.139

"Super Meteor"



M.141

"350 Bullet"

Ref. No.
N.1

Royal Enfield
'Made like a Gun'

N.2

Royal Enfield
'Made like a Gun'

N.3

Royal Enfield
'Made like a Gun'

N.4

Royal Enfield

N.5

Royal Enfield

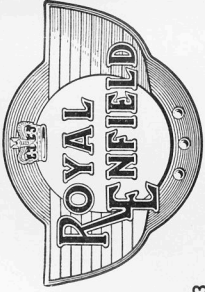
N.6

Royal Enfield

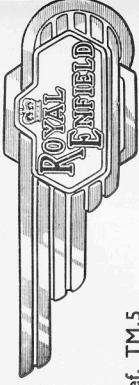
Ref. No. N.8

**Royal
Enfield
Royal
Enfield**

N.7



Ref. TM.3



Ref. TM.5



Ref. TM.4



Ref. TM.6



Ref. G.6



Ref. G.1



Ref. G.5



Ref. G.2



Ref. G.4



Ref. G.3

CINEMA & THEATRE SLIDES

The following are reproductions from slides in colour which are available free of charge to Royal Enfield dealers, quoting the appropriate reference numbers.



Ref. SC.1



Ref. SC.3



Ref. SC.2



Ref. SMC.1



Ref. SMC.2



Ref. SMC.4



Ref. SMC.3



Ref. SMC.5



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS

HEAD OFFICE AND WORKS:-

REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

Our Reference:-
JJB/DAT/6.

TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

11th March, 1957.

Dear Sirs,

The enclosed reprint of a road test report on the "Ensign II" with rectified A.C. Lighting emphasises, we feel, what an outstanding machine is this smallest Royal Enfield.

"..... The 148 c.c. Royal Enfield "Ensign II", recently tested, possessed excellent speed-for-capacity performance right up to the top of the r.p.m. range, plus notable fuel economy characteristics."

"..... Having attained a gait in the region of 48-50 m.p.h., the machine was happy to gallop ahead on nearly full throttle for as long as road conditions permitted. Main-road hills demanded a slackening to 40 m.p.h. or 35 m.p.h., but it was seldom necessary to change down to the second ratio."

"..... In favourable conditions it was possible to send the speedometer needle around the D-shaped face of the Smith's instrument almost to 55-56 m.p.h."

"..... A characteristic shortcoming of the A.C./D.C. 'electrics' is voltage drop during rectification, but the Miller equipment used on the 'Ensign II' seems to have alleviated the trouble. Certainly there was ample reserve on the charging side to balance full load at 30 m.p.h., and the light shed by the 6½ in. diameter headlamp was more than adequate."

.... Continued

Royal Enfield •

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

"..... FUEL CONSUMPTION - 140 m.p.g. at 30 m.p.h."

"..... General handling was first class at all speeds and the brakes, expanding into 5 in. diameter drums, were efficient and fade-free."

"..... Fitted with legshields, listed as an extra, the 'Ensign II' was notable for good weather protection. The guards are deeply valanced and the machine generally kept itself commendably clean."

The above quotes from the Road Test report need no amplification by us.

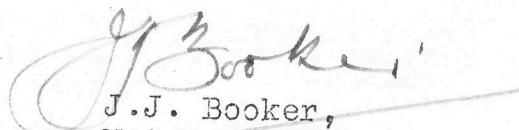
To be able to obtain a machine with the above performance and characteristics, for £105.19.9 with A.C. lighting, or £99.19.6 with direct lighting, is something which we feel your prospective customers are bound to appreciate.

Supplies of the reprint are now available on application, together with our usual descriptive literature, and we are sure that these will assist you in bringing to the notice of the public, the remarkable value offered by the "Ensign II".

Assuring you of our best attention at all times.

We are,

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.


J.J. Booker,
Motor Cycle Sales Manager.



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A.B.C. 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

HEAD OFFICE AND WORKS:-
REDDITCH



TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

Our Reference:-

VTM/DAT/115.

26th April, 1957.

Dear Sirs,

ROYAL ENFIELD MOTOR CYCLES.

In an effort to maintain prices we have, over a long period, absorbed many increases which have occurred in the cost of production, but these have accumulated to such an extent that we are now obliged to announce new export prices for ROYAL ENFIELD motor cycles.

The new prices shown on the enclosed confidential export price list will apply to all orders received by us after this date.

ROYAL ENFIELD motor cycles continue to offer unrivalled value in view of their comprehensive specification, attractive appearance and general high standard of quality.

Assuring you of our best attention at all times,

We are,

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.

V.T. Mountford.
General Sales Manager.

Royal Enfield.

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

Casquette fork head. A.C. generator
and magneto. 4-speed gear. Dual
front brake. Full width hubs. Quickly
detachable rear wheel. 3.25 in. tyres.
Dual seat and pillion footrests. Oil
filter. Air cleaner. Speedometer.
Finish: Enamelled maroon and chrome.
Plated tank panels.

£148 0 0d

ROYAL ENFIELD MOTOR CYCLES
EXPORT TRADE PRICES - 1957 SEASON

<u>MODEL</u>	<u>SPECIFICATION</u>	<u>NETT EXPORT PRICE</u>
<u>ENSIGN II</u>	148 c.c. DE-LUXE spring frame two-stroke. Unit construction engine-gear. Swinging arm spring frame. Telescopic fork. 3-speed gear. 2.75 in. tyres. Speedometer. Dual seat and pillion footrests. Finish: Enamelled surf green.	£70 0 0d
<u>ENSIGN II/R</u>	As above, but with Rectified A.C. Lighting Equipment including Battery and Electric Horn.	£75 0 0d
<u>250 CLIPPER</u>	248 c.c. O.H.V. four-stroke. Swinging arm spring frame. Telescopic fork. Casquette fork head. A.C. Generator electrical equipment. 4-speed gear. 3.00 in. tyres. Oil filter. Air cleaner. Speedometer. Finish: Enamelled maroon and chrome.	£110 0 0d
<u>CRUSADER 250</u>	New DE-LUXE 248 c.c. O.H.V. four-stroke. Completely enclosed engine-gear unit. 4-speed gear. New swinging arm spring frame. Telescopic fork. Full width hubs. Quickly detachable rear wheel. Rear chain completely enclosed. Casquette fork head. Monobloc carburettor. A.C. generator electrical equipment. 17 in. x 3.25 in. wheels and tyres. Oil filter. Air cleaner. Speedometer. Dual seat and pillion footrests. Finish: Enamelled surf green and chrome. Plated tank panels.	£134 0 0d
<u>350 CLIPPER</u>	346 c.c. O.H.V. four-stroke. Swinging arm spring frame. Telescopic forks. Casquette fork head. Magdyno. 4-speed gear. 3.25 in. tyres. Oil filter. Speedometer. Finish: Enamelled olive green.	£120 0 0d
<u>350 BULLET</u>	346 c.c. DE-LUXE O.H.V. four-stroke. Alloy cylinder head. Swinging arm spring frame. Telescopic fork. Casquette fork head. A.C. generator and magneto. 4-speed gear. Dual front brake. Full width hubs. Quickly detachable rear wheel. 3.25 in. tyres. Dual seat and pillion footrests. Oil filter. Air cleaner. Speedometer. Finish: Enamelled maroon and chrome. Plated tank panels.	£148 0 0d



THE ENFIELD CYCLE COMPANY LIMITED

CYCLE & MOTOR CYCLE MANUFACTURERS

HEAD OFFICE AND WORKS:-

REDDITCH



CONTRACTORS TO HER
MAJESTY'S GOVERNMENT

CODES: A B C 5TH & 6TH ED
BENTLEY'S 1ST & 2ND PHRASE

TELEGRAMS:
CYCLES, PHONE, REDDITCH

TELEPHONE:
REDDITCH 121 (8 LINES)

VIM/Reference/
DAI/114.

27th March, 1957.

Dear Sirs,

We have pleasure in announcing that we have made arrangements for the storage and distribution of ROYAL ENFIELD Bicycles in your area from our factory at Bradford-on-Avon.

A representative stock of machines will be maintained, from which prompt delivery of all models to standard specification can be made at a minimum of expense and by the most convenient transport services.

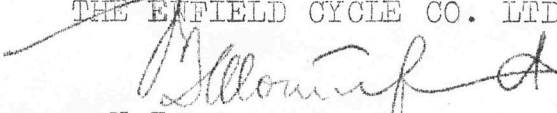
All machines supplied will be invoiced from Head Office, Redditch.

The enclosed card will give you full information regarding the machines held in stock together with details as to how your orders should be submitted and will be dealt with.

A supply of reply paid post-cards will be found in the envelope on the reverse side.

Our travelling Representative will, in due course, call upon you to explain the scheme fully. In the meantime, we sincerely hope you will avail yourselves of the service we offer, as we feel sure it will enable you to increase the sale of ROYAL ENFIELD Bicycles in your district.

Yours faithfully,
THE ENFIELD CYCLE CO. LTD.


V.T. Mountford,
General Sales Manager.

Royal Enfield.

CUSTOMERS MOTOR CYCLES, CYCLES OR PARTS THEREOF ARE RECEIVED AND HELD BY US ENTIRELY AT OWNER'S RISK AND WE ACCEPT NO RESPONSIBILITY FOR LOSS OR DAMAGE TO THEM ARISING FROM FIRE, THEFT, BURGLARY OR ANY OTHER CAUSE.

THE ENFIELD CYCLE CO. LTD.

EMERGENCY FUND - SUPPLEMENTARY SICK
PAY.

The following conditions shall govern the payment to employees of sickness benefit:

1. Employees must be over 19 years of age and have four years' continuous service with the Company.
2. Employees more than 60 years of age when engaged by the Company shall be entitled to all benefits except supplementary sick pay.
3. Sickness benefit shall be paid in accordance with the following table:

<u>MARRIED MEN</u> (19 years of age and over) and				
<u>SINGLE MEN</u> (21 years of age and over)				
<u>3-8 weeks.</u>	<u>9-13 weeks.</u>	<u>14-26 weeks</u>	<u>27-52 weeks.</u>	<u>53-78 weeks.</u>
5/-	6/6d.	7/6d.	9/6d.	12/- per week.
<u>SINGLE MEN</u> (19-21 years of age) - Half of above rates.				
<u>ALL FEMALES.</u>				
3/6d.	4/-.	5/-	6/-	7/- per week.
4. Sickness benefit at the appropriate rate shall be paid for a period dependent upon the employee's continuous length of service as follows:-

<u>Period of benefit</u>	<u>Continuous service with the Company.</u>
Up to 13 weeks	Over 4 and under 10 years.
Up to 26 weeks	Over 10 and under 15 years.
Up to 52 weeks	Over 15 and under 20 years.
Up to 78 weeks	Over 20 years.
5. The waiting period before benefit is payable shall be two weeks.
6. An employee resuming work after receiving sickness benefit for a period of 18 months shall complete a further period of one years' continuous service before qualifying for sickness benefit.
7. Sickness benefit shall be payable (except to staff employees) for two weeks after resumption of work.
8. The Committee has authority in necessitous cases to make grants towards emergency needs not covered by statutory or other provision.