

Don't put your pen through it yet—it won't pay you to do so—moreover, your Calendar prohibits such an action.

No doubt you would like to "skip" the balance, but you can't!

Selling Cycles is not easy in the off-season—still it can be done.

After all, the season of the year is not everything—the agency you handle must also enter into the argument, and the

Royal Enfield Agency

will help your trade the whole year round.

Moreover, before you can sell you must buy, and now is the time to consider the buying proposition.

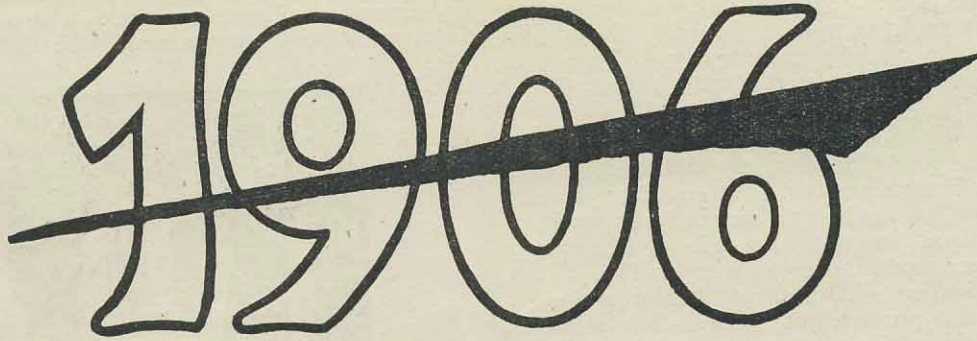
Now, also, is the time for us to ask you to consider the ENFIELD AGENCY.

We would like to discuss this with you—may we do so?

Our policy is as hitherto, except that we intend to do even more than we have done in the past to "create the customer."

If we are not represented in your district, write Dept. 78.

ENFIELD CYCLE CO., Ltd., REDDITCH.



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STABILITY.



At this time of the year you must not only consider your own policy, but you must consider the policy of the many manufacturers whose goods you handle - that is essential - and because it is essential we want to talk to you on one or two points in our policy.



POINT THE FIRST—

STABILITY.

There is nothing like stability of purpose in the conduct of any business. You have already found out the evils, from your point of view, of the opposite quality.

If you have watched the Trade carefully you will know that the

ROYAL ENFIELD

has always been sold under a policy which has never varied in any fundamental particular.

There has been no flitting from flower to flower—we have been steadfast in our course, and, to-day, we are reaping our reward.

Through all the vicissitudes of the Trade we have never wavered from our original determination to give the retailer our wholehearted support—

TO SELL ONLY THROUGH THE AGENT

and, to-day, if you handle the Royal Enfield Agency you are as secure from the dangers arising from an opposite policy as you have ever been.

If you are not handling Royal Enfields, and your district is uncovered, you should at once put yourself in communication with us—we are open to discuss the matter with you now. Dept. 8,

ENFIELD CYCLE CO., Ld., REDDITCH.

A129.

POLICY . . .
. . . POINTS

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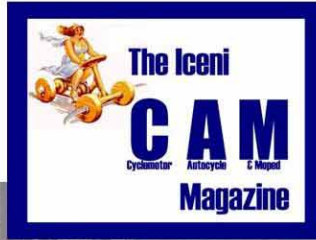
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IceniCAM Information Service



www.icenicam.org.uk