

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. 8.

**ENFIELD CYCLE CO., Ltd., REDDITCH.**



**A  
Winter  
Bicycle—**

**—for  
Winter  
Trade.**

Has it ever struck you that a winter bicycle might increase your winter trade ?

Do you realize that there is always someone anxious to buy a bicycle, everyday, the whole year round ? ———

That fashion and custom only prevent the purchase being made in that part of the year we call the "off season ?"

Don't you think that custom might be largely broken down by an aggressive policy of salesmanship ?

We have thought over this matter—considered it from every stand-point—and we believe that at least a partial solution of the old problem of winter trading can be found, if only we adapt our salesmanship to the season.

The result of this consideration is the

## **Royal Enfield Winter Model,**

a machine designed and constructed specially for the winter rider—a machine that will appeal not only to the "all season" cyclist, but to the man who, under force of circumstances, brings out his "Summer Bicycle" for Winter Work.

Efficiency of equipment and suitability of the machine you offer to the season in which you offer it, will do much to increase demand and—

Selling cycles to-day will not lessen your sales in the season, but will leave you free-er to create new business, when only a modicum of persuasion is necessary in the effort.

Are you interested in this proposition ? If so write us to-day for particulars and full specification of our winter bicycle. Dept. 8.

**ENFIELD CYCLE Co., Ltd., REDDITCH.**

**STANLEY  
SHOW—  
STAND No. 144.**



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STAND No. 144.



# Royal Enfield

## The Same Policy.

To the Trader who has at any time handled Royal Enfield Bicycles, we need say little as to the policy adopted in their sale.

He knows that policy—he knows that its very foundation is the support of the Agent, and he also knows that we have rigidly adhered to the principles embodied therein.

1907 will see no alteration in that policy, and those Agents who would protect their own interests, and in whose district the Royal Enfield is not represented, should communicate with us at once.

Present conditions of Trade necessitate that you should look very carefully into this matter of policy, and that your own policy should include the support of only those firms who realize the value of your co-operation, and give you that support which is necessary to the successful conduct of your business.

We have realized this—we believe that your success means our success—and we intend to do everything possible to make you successful.

## The Same Motto.

As to quality, that too will remain unchanged.

All that is best in a bicycle shall be embodied in the Royal Enfield.

Price in every case shall be subservient to quality.

Distinctive in design—exquisite in finish—exceptional in equipment—the Royal Enfield shall occupy a position entirely apart and distinct from that of the generally accepted high grade cycle.

We intend to live up to our motto, and in the maintenance of that standard of precision and accuracy symbolised in the words “made like a gun,” and the fulfilment of our object—the handiwork of the best skilled labour—the brains of the best organizers—the ingenuity and skill of the smartest experts, and the facilities provided by the latest and most up-to-date plant, installed in a building which has been described as, and is, a model Cycle Factory, will be employed.

You should write at once for particulars of Agency. Dept. 8.

ENFIELD CYCLE CO., LTD., REDDITCH.

STANLEY SHOW, STAND No. 144.

# “Made like a Gun.”



# GIRDER S

# TRENGTH

We have been educating the public as to the meaning of "GIRDER STRENGTH"—we have proved to them that the Girder principle of construction is of immense value in its embodiment in the bicycle—we have created the demand—are you prepared to fill it?

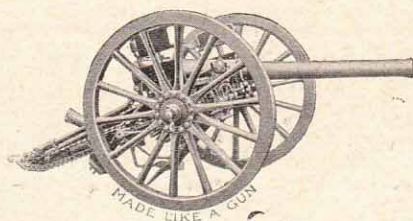
We are now arranging our Agencies for 1907, and if the

## Royal Enfield (with Girder Frame)

is not represented in your district, you should write us without delay for terms of agency, etc. A post card addressed Dept. 8,

**ENFIELD CYCLE CO., LTD.,  
REDDITCH,**

will secure this information.



AT36

**Strong as the stur  
for its st**

At the Stanley Show, Stand No. 144, we shall exhibit a full range of all models.

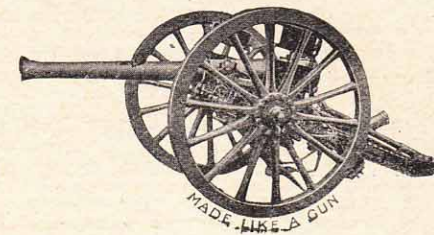
We invite you to call upon us there and inspect them.

They will include machines for every class of rider, and every model will uphold that standard of excellence which has always been identified with

## The Bicycle that is "MADE LIKE A GUN,"

the bicycle that is supported by an advertising campaign which creates demand—the bicycle that possesses exclusive features which are real advantages and make easy sales.

**ENFIELD CYCLE CO., LTD.,  
REDDITCH.**



**dy Oak & swifter  
rength**



# IceniCAM Information Service



[www.icenicam.org.uk](http://www.icenicam.org.uk)