

ROYAL ENFIELD

... a bicycle tyre as it spins along a frozen road? And
 why may not the cyclist see and enjoy them all?
 If one thinks it out seriously by the fireside one must come
 to the conclusion that winter riding has charms; and if one
 puts one's theories into practice and rides all winter, one
 cannot but discover that these charms are worth cultivating.
 SAXON BROWNE.

Cycling 7:11:06.

WINTER MODEL

"Made like a Gun."

Mr. Saxon Browne is not the only cyclist who has formed the opinion so clearly and so definitely stated in the above clipping.

There are many cyclists who hold the same view—many more who are going to do.

Cycling, to-day, is more than ever an "all season" pastime—are you taking notice of that fact—preparing for it?

If not, you should hesitate no longer, for in the encouragement of this winter indulgence lies great opportunities of greater business.

It is because we believe this that we are marketing a "winter model"—a machine designed and equipped with one object—the satisfaction of the winter rider.

You should write us for particulars and supply of New Art Booklets—"ABOUT WINTER CYCLING." Dept. 8.

ENFIELD CYCLE CO., LTD., REDDITCH.

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Christmas

The
Children's
Festival is at hand
—the Gift Time of the
Year.

There will be thousands of eager eyes
window gazing during the next few days,
and thousands of boys and girls making
selection of their Christmas Gifts.

Have you realised this ?

Have you thought that nearly every one of all these thousands is
possessed with a desire to become a cyclist ?

There is your opportunity, and there is no bicycle which will assist you better in
making the most of the occasion than the

Royal Enfield Juvenile.

Most certainly this should form part of your Christmas show, and if your stock does not include
these models you should repair that omission immediately.

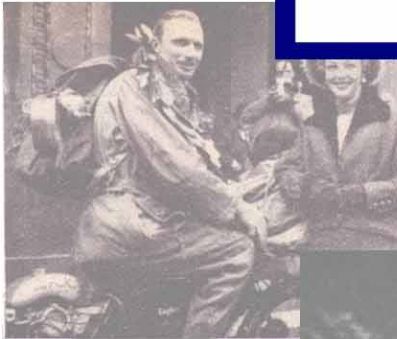
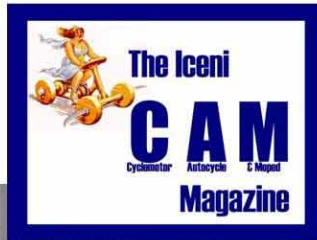
We have just issued a Postal Booklet, entitled "The Children's Christmas," which will
help you to make sales in that direction.

In the event of your not having received a supply we will send you one
on receipt of post-card asking us to do so. Dept. 8.

ENFIELD CYCLE
CO., LTD.,
REDDITCH.

Custom.

IceniCAM Information Service



www.icenicam.org.uk