

Saves the effort and adds to the pleasure of cycling



YOU FREEWHEEL EVERYWHERE

CHEAPER THAN — TRAIN, OMNIBUS or TRAM

JAMES THE FAMOUS AUTOCYCLE DE LUXE

With

NOTE THESE POINTS OF EXCELLENCE WHICH MAKE THE JAMES AUTOCYCLE DE LUXE SUPERIOR TO ALL OTHERS

- 1 → Most economical means of mechanical transport.
- 2 → Petrol consumption 120 m.p.g.
- 3 → Lowest Registration Tax of any road vehicle.
- 4 → Completely equipped ready for the road.
- 5 → Comfortable to ride for both sexes.

Ensures Economical Effortless Travel

- 6 ← Eliminates personal effort and physical fatigue.
- 7 ← Safe to ride and as easy to control as a bicycle.
- 8 ← Clean in operation and quiet in action.
- 9 ← Suitable for every Trade, Calling or Profession.
- 10 ← Reliable and dependable in service.

The JAMES Guarantee

WE give the following guarantee with our motor cycles, including all component parts other than tyres, saddles, chains and lighting and electrical equipment accessories and component parts supplied to the order of the Purchaser and differing from those comprised in the standard specifications. This guarantee is given in place of any implied conditions or warranties or any liability whatsoever statutory or otherwise; no guarantee except that hereinafter contained and no condition or warranty whatsoever statutory or otherwise is given or is to be implied, nor are we to be under any liability whatsoever except under the guarantee hereinafter contained.

We guarantee, subject to the conditions mentioned below, that all precautions which are usual and reasonable have been taken to secure excellence of materials and workmanship, but this guarantee is to extend and be in force for six months only from date of purchase or date of exchange in case of any accessory or part supplied by way of exchange as hereinafter provided, and damages for which we make ourselves responsible under this guarantee are limited to the free repair or supply of a new part or accessory in exchange for the part of the motor cycle or accessory which may have proved defective. We undertake, subject to the conditions mentioned below, to make

good in manner aforesaid any part or accessory covered by this guarantee which has proved defective within the said period of six months. We do not undertake to replace or refix, or bear the cost of replacing or refixing any such new part of accessory in the motor cycle. As motor cycles are easily liable to derangement by neglect or misuse this guarantee does not apply to defects caused by wear and tear, misuse or neglect.

The term "misuse" shall include amongst others the following acts:—
The use of a motor cycle or of a motor cycle and sidecar combined, when carrying more persons or a greater weight than that for which the machine was designed by the manufacturer.

We do not guarantee tyres, saddles, chains or lighting and electrical equipment, or any accessories or component parts supplied to the order of the Purchaser differing from those comprised in the standard specifications. As regards all such tyres, saddles, chains, lighting and electrical equipment, accessories and component parts, no guarantee, condition or warranty of any kind statutory or otherwise is given or is to be implied and we are to be under no liability whatsoever in respect thereof.

CONDITIONS OF GUARANTEE

If a defective part or accessory should be found in our motor cycles, or in any part or accessory supplied by way of exchange as before provided, it must be sent to us **CARRIAGE PAID** and accompanied by an intimation from the owner that he desires to have it repaired or exchanged free of charge under our guarantee, and he must also furnish us at the same time with the number

of the machine, the date of the purchase or the date when the alleged defective part or accessory was exchanged as the case may be. Failing compliance with the above, such articles will lie here at **THE RISK OF THE OWNER**, and this guarantee and any implied guarantee, warranty or condition shall not be enforceable.

ALL PRICES IN THIS LIST SUBJECT TO ALTERATION WITHOUT NOTICE



A NEW AND IMPROVED MODEL



DESIGNED TO SUIT EITHER LADY OR GENTLEMAN

The **JAMIES** new and improved Autocycle de luxe

WE are submitting herewith the specification of the new James Autocycle De Luxe, specially designed and adapted for Service under War-time conditions. It is a more fully equipped and better appointed machine than our Standard model.

The James Autocycle is not a new product: indeed, as pioneer Manufacturers of this type, we can confidently say that the new model may be relied upon to give unfailing service, provided only that reasonable care is taken with regard to oiling and adjustment. It will be found useful for many purposes, particularly now that petrol rationing has become one of the sad experiences of motorists. Under ordinary conditions the Autocycle will travel 120 miles on a gallon of petrol and will, without pedal assistance, climb any normal main road hill. Its speed on the level can be stated to be easily 25 m.p.h. The machine is easy and safe to ride, and any person who can ride a bicycle can drive an Autocycle. It is safe to use in traffic, the low build of the frame giving the rider a sense of security as the feet can easily touch the ground when mounted in the saddle. The power unit fitted is an improved new design made by the largest manufacturer of two-stroke internal combustion engines in the world, and is a unit which may be implicitly relied upon. The Bicycle unit, made entirely in our own Works, is the product of many years' experience; as far back as 1921 (see illustration) we were making and selling an Autocycle fundamentally similar in design to the one which we offer to-day. The rider has therefore the product of the combined experience of specialists who have collaborated in the production of what may be described as the most economical method of transport yet devised.

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STRONG - SIMPLE - SAFE & SERVICEABLE

"THE PIONEER,"
THE JAMES 1921 MODEL



£25
Nett Cash
Ready for the Road
INCLUDING SPEEDOMETER

**120 Miles
Per Gallon**

**25 Miles
Per Hour**

THE JAMES AUTOCYCLE DE LUXE is essentially a motorised Bicycle of advanced design. The riding position is similar to that of an ordinary Roadster Bicycle, the machine is low built so that the feet of the rider when sitting on the machine can easily reach the ground. A normal pedal gear is fitted, but this is only required to start the engine and occasionally to assist in climbing abnormal hills. In the ordinary way the engine is quite powerful enough to take all main road hills without any assistance from the rider.

BICYCLE UNIT.

- Frame and Forks** Built of large diameter high-grade steel tubes entirely brazed up so as to provide a rigid mounting for the power unit.
- Wheels** ... Built with specially designed hubs and heavy section rims and spokes, 26" diameter, fitted with Dunlop over-size tyres 26" x 2".
- Brakes** ... Internal expanding hub brakes are incorporated in the front and rear wheels, each independently operated from the handlebar, giving perfect control of the machine.
- Saddle** ... Large size, soft top, multi-spring saddle, adjustable to suit individual riders.
- New and Improved Handlebars** (Prov. Patent) Comfort type, mounted on rubber shock absorber, chromium plated, adjustable for height and fitted with resilient rubber grips. Powerful outside brake levers.
- Mudguards** ... Wide and deep section steel with strong half-round supporting stays, front guard with efficient valances.
- Rear Carrier** ... Made of pressed steel, of generous size; very strong.
- Toolbox** ... Thief-proof metal box containing kit of tools, etc.
- Chain Guards** ... Half-round steel section fitted over driving chain and pedal chain.
- Engine Shield** ... New design gives adequate protection to the engine and the rider.
- Rear Stand** ... Mounted independently, secured by efficient spring clip to rear mudguard when not in use.

POWER UNIT.

The engine unit is the famous Villiers 98 c.c. De Luxe Two-Stroke Engine, incorporating a clutch and primary drive chain running in oil. The bore and stroke is 50 x 50 m.m. This engine has been improved by features which add to its efficiency and ensure long life, including detachable cylinder head, flat top piston, ball bearing mainshaft, roller bearing big end of con rod, aluminium alloy piston, ignition and lighting by flywheel magneto.

- Clutch** ... The clutch is operated by a lever conveniently placed on the handlebar. It is a two-plate large diameter clutch running in oil, enabling the power of the engine to be smoothly applied.
- Lubrication** ... Lubrication is effected by the petrol system. A measure is provided in the petrol filler cap. The following grades of engine oil are recommended: Castrol XL, Mobiloil D, Essolube Racer, Golden Shell (Extra Heavy), Price's Motorine B de Luxe. The oil should be mixed in the proportion of one part oil to sixteen of petrol.
- Carburettor** ... Villiers needle jet type operated by single control lever, strangler for easy starting and dust shield for air inlet are fitted.
- Ignition** ... High tension ignition from Villiers flywheel magneto incorporated with engine.
- Electric Light** ... Direct electric lighting from Villiers 3-pole flywheel magneto; this provides a strong light for the head lamp and tail lamp. A parking light is provided from a dry battery fitted inside the headlamp.
- Decompressor** ... To assist easy starting a decompressor is fitted, operated by trigger control.
- Silencer** ... Duplex system, ensuring silence without loss of power.
- Transmission** ... By roller chain throughout.
- Final Drive** ... From power unit to rear wheel by extra heavy roller chain.
- New and Improved Tank** (Regd. Design) Welded steel tank of streamline shape with taper fluted edges, finished chromium plated, suitably lined, with brilliant black enamel panel to blend with frame, capacity eleven pints. Oil measure combined with filler cap.
- Finish and Equipment** The Autocycle is finished with three coats of brilliant black enamel on rustproofed surface. The usual bright parts are finished chromium plated. The tank is beautifully finished in chrome and black, suitably lined. A large white safety patch is provided on the rear mudguard. Wheels are chromium plated, black centered and lined. The equipment comprises a **SMITH'S SPEEDOMETER**, kit of tools, bulb horn, licence holder, tyre inflater, front and rear electric lights and number plates. The Machine is therefore complete and (after Registration) **READY FOR THE ROAD**.
- Weight** As supplied, fully equipped, approximately 100 lbs.

You can rely on

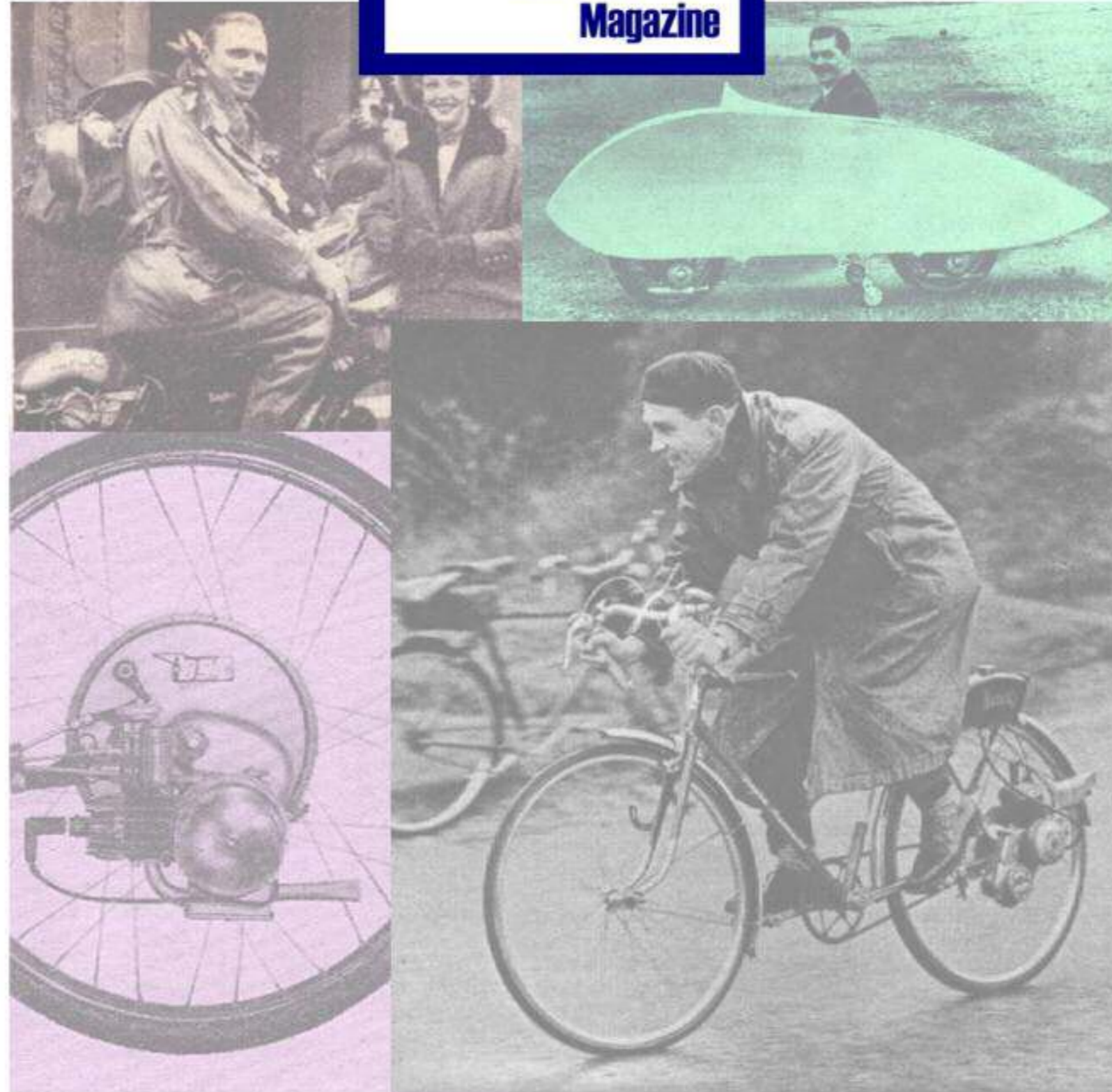
The Famous **JAMES** The Pioneer of Autocycles

Works - GREET, BIRMINGHAM.
Telephone Victoria 2211, 3 lines; Telegrams Bicycles, Birmingham.

THE JAMES CYCLE CO LTD

LONDON SHOWROOMS -
21, 22 HOLBORN VIADUCT E.C.1.
Telephone City 7448/9; Telegrams Jacycom London.

IceniCAM Information Service



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- Silencer** ... Duplex system, ensuring silence without loss of power.
- Transmission** ... By roller chain throughout.
- Final Drive** ...

N As we are unable to obtain Bulb Horns due to the rubber position, also unable to obtain Speedometer and Reserve Petrol Tap, it is necessary for these items to be omitted from the specification.
TANK. Finished Silver Enamel.

the rear mudguard. Wheels are chromium plated, black centered and lined. The equipment comprises a **SMITH'S SPEEDOMETER**, kit of tools, bulb horn, licence holder, tyre inflater, front and rear electric lights and number plates. The Machine is therefore complete and (after Registration) **READY FOR THE ROAD.**

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