

# IceniCAM Information Service



SERVICABLE

SAFE and

SIMPLE

STRONG

AUTOCYCLE

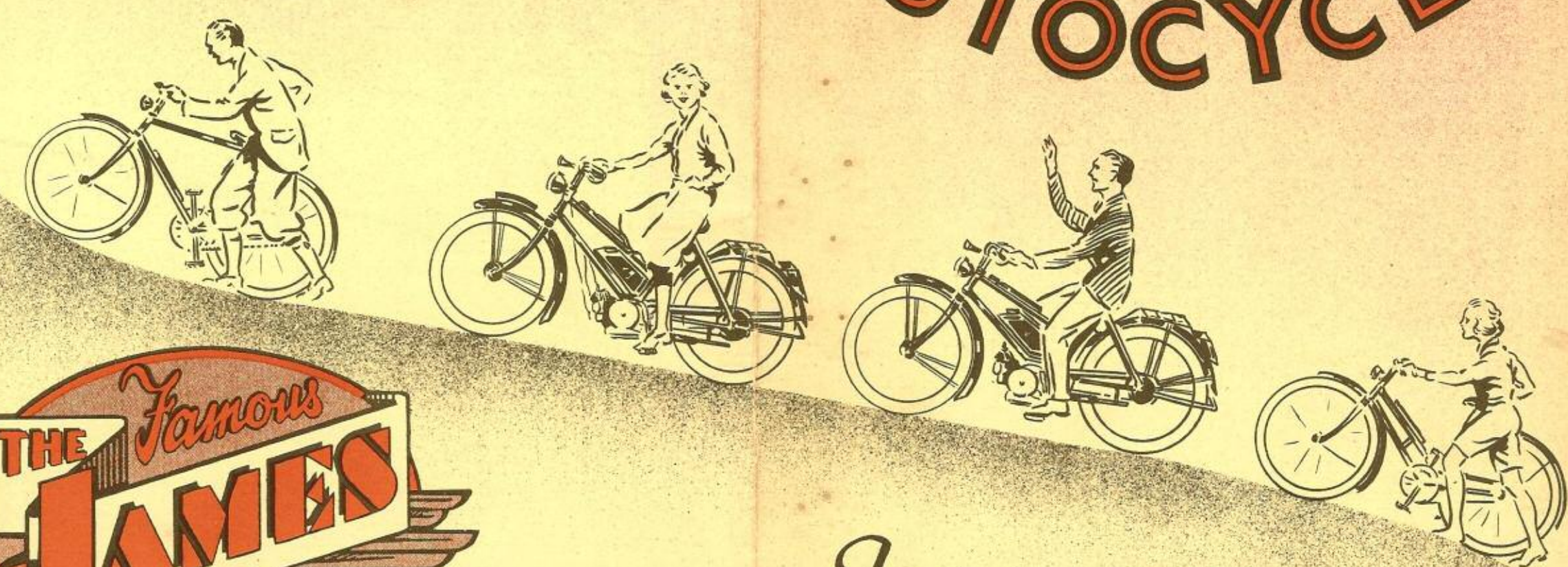


The Power is there  
The comfort too

TAX  
3 1/4  
THREE MONTHS

- Bodily strain entirely eliminated
- ★ Gets you there without fatigue
- Simple, safe, and as easy to ride as a bicycle
- ★ Suitable for riders of both sexes and all ages
- Absolutely safe under all conditions
- ★ Very economical with Petrol and Oil
- Completely equipped and Ready for the Road
- ★ Hire-purchase terms available on application

Adds to the pleasure of  
Cycling



AUTOCYCLE

THE FAMOUS  
JAMES  
AUTOCYCLE

Turns  
into  
PUSH  
PULL

**W**E 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.

## SPECIFICATION

### DESIGNED FOR THIS SPECIFIC PURPOSE.

- Frame and Forks** Built of high carbon steel tubes, low built to give comfortable and safe riding position.
- Engine** .. .. Villiers Junior unit incorporating clutch, 98 c.c., bore 50 mm., stroke 50 mm., with aluminium alloy piston, ball bearing mainshaft, roller bearing big end. Flywheel magneto.
- Clutch** .. .. Two plate, large diameter, running in oil. Operated from handlebar with ratchet lever.
- Lubrication** .. .. Petroil system, measure in filler cap. Mix 1 part oil to 16 of petrol. Following grades recommended: Castrol XL, Mobiloil D, Essolube Racer, Golden Shell Extra Heavy, or Motorine B De Luxe.
- Carburettor** .. .. Villiers needle jet type operated by single lever, fitted with strangler for easy starting, and dust shield.
- Electric Lighting** Direct lighting set, with head lamp and tail lamp. Parking lights operated from dry battery fitted in head lamp.
- Release Valve** .. .. For easy starting, operated from handlebar.
- Transmission** .. .. By heavy roller chain throughout. Primary chain running in oil. Independent adjustment.
- Wheels** .. .. Large section steel rims, heavy gauge spokes to front and rear. Large heavy hubs incorporating expanding brakes. 26" diameter.
- Brakes** .. .. Internal expanding hub brakes of large diameter fitted to front and rear wheels, operated from inverted levers on handlebar.
- Tyres** .. .. Dunlop 2" x 26" diameter tyres, or John Bull Heavy Duty tyres.
- Tank** .. .. Welded steel, capacity 9 pints. Finish in brilliant black enamel, lined gold. Mounted on rubber.
- Saddle** .. .. Large size, very comfortable. Low position.
- Rear Stand** .. .. Tubular section, held in spring clip to rear mudguard.
- Carrier** .. .. Pressed steel, very strong, of generous size.
- Silencer** .. .. Very efficient aluminium expansion chamber fitted under engine, with secondary tubular silencer and tail pipe.
- Chain Guard** .. .. Steel chain cover fitted over the top of driving chain.
- Mudguards** .. .. Deep, wide section, with mud flap to front mudguard.
- Handlebars** .. .. Comfortable adjustable bars, raised type, chromium plated, fitted with resilient rubber grips.
- Finish** .. .. Brilliant black enamel on rustproofed surface, nickel chrome finish to bright parts.
- Equipment** .. .. Large tool-box with kit of tools, bulb horn, licence-holder and tyre inflater. **Complete and ready for the road.**

## The JAMES Guarantee

We do not undertake to replace or refix, or bear the cost of replacing or refixing any such new part or 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 manufacturers.

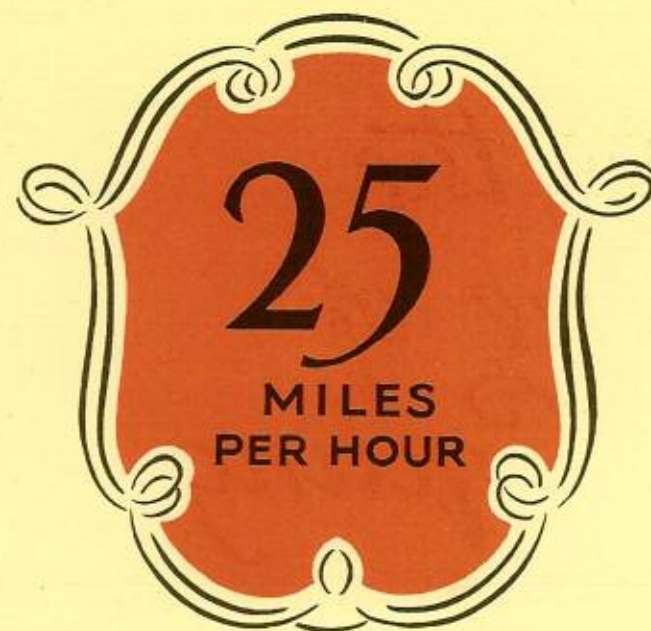
We do not guarantee tyres, saddles, chains or lighting and electrical equipment, or any accessories or component parts supplied to the

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.

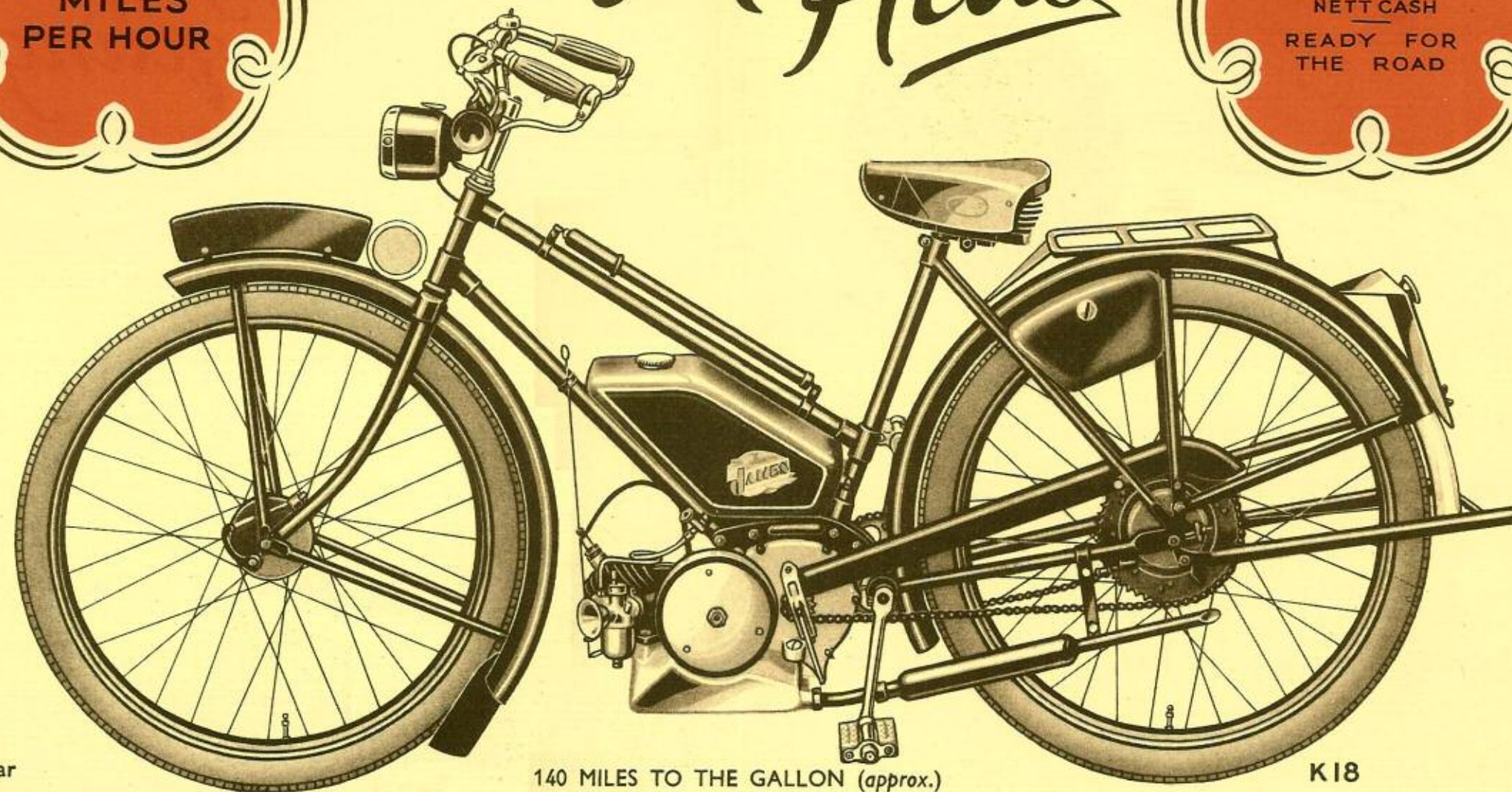
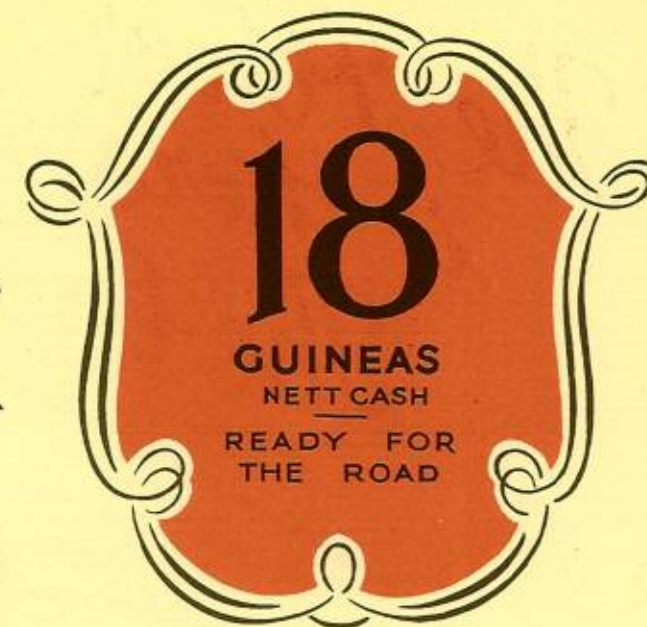
### CONDITIONS OF GUARANTEE

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.



*Flattens  
out Hills*



TAX:  
12/- per year

140 MILES TO THE GALLON (approx.)

K18

### THE "JAMES" AUTOCYCLE

has been designed to bridge the gap between the ordinary pedal cycle and the orthodox motor cycle. No attempt has been made to produce a machine to accomplish high speeds, which has been deliberately limited to 25-30 m.p.h. At the same time, there is ample power available to enable the rider to surmount any ordinary main road hill without assistance from the pedals.

The engine is easy to start through the pedalling gear and a start may be made either from the standstill or whilst in motion by the pedalling gear, as the machine is fitted with a reliable hand operated clutch.

The riding position is low, and the engine is mounted so as to provide perfect balance, making the machine safe and easy to control in traffic. All controls are mounted on the handlebar in convenient positions.

As will be noted from the illustration, the machine is designed to suit either lady or gentleman.

The "James" Autocycle will be found to provide the most economical means of mechanical transport yet evolved, making the rider independent of trains, trams or buses, in and around the towns, and, at the same time, providing unlimited opportunities for country runs.

Works - GREET, BIRMINGHAM.

Telephone Victoria 2211 3lines Telegrams Bicycles Birmingham.

# THE JAMES CYCLE CO LTD

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