

THE PERSONAL TOUCH THAT COUNTS FOR SO MUCH



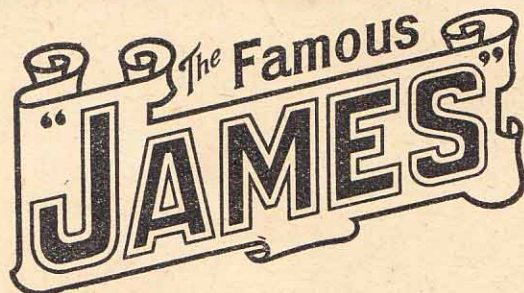
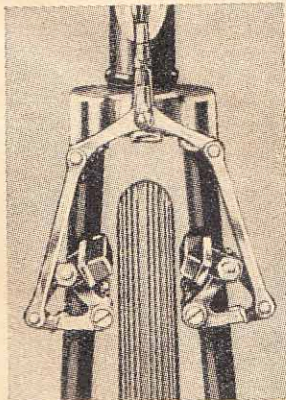
STANDARD "ACE" SPORTS

Built on the most up-to-date lines, having the "all-brazed" construction so essential to "class" bicycles. Specification includes every essential feature necessary in the make-up of a very attractive model.

£4.19.6 CASH OR 12 PAYMENTS OF 10/6

INBUILT SPECIAL FEATURES

Among these may be mentioned the new registered design of frame embodying a triangulated right-hand chain stay which stiffens the rear portion of the frame enormously. Then there are the efficient JAMES compensated caliper brakes with brazed fittings on roadsters and road racing models. These and other points give to the JAMES those qualities that appeal to the rider who desires a fast, light and rigid mount for years of satisfactory service.



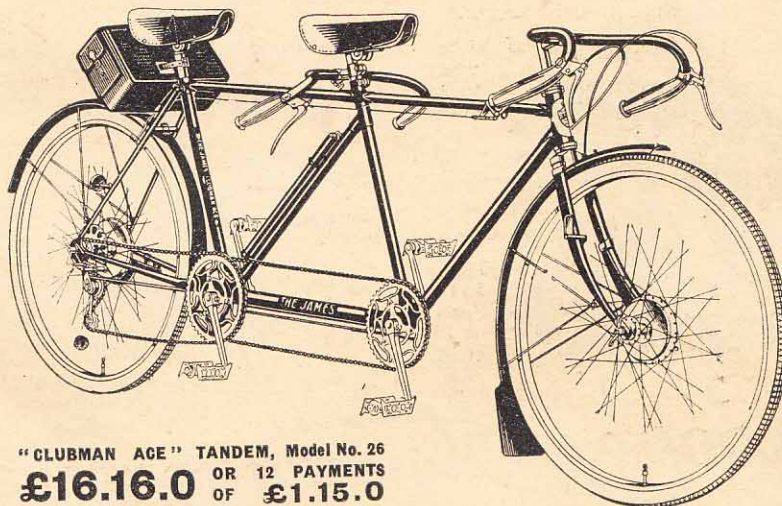
EXCLUSIVE CONSTRUCTION

Individual features of design are embodied in every JAMES mount. The patented frame design and the JAMES caliper brakes are two examples.

These many exclusive points of JAMES design make this make of machine of outstanding superiority, and provide the reason why the JAMES stands apart from the ordinary mass-produced machine.

Get a new idea of cycling satisfaction this season by riding a JAMES "Specialist Built" machine. Easy riding, long wear and trouble-free service will be your reward.

THE JAMES CYCLE CO., LTD.,
GREET—BIRMINGHAM
 London Showrooms:—
21-22, HOLBORN VIADUCT, E.C.1



"CLUBMAN ACE" TANDEM, Model No. 26
£16.16.0 OR 12 PAYMENTS OF £1.15.0

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