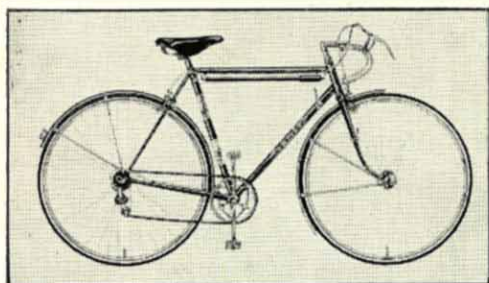


This is LEAP YEAR for JAMES CYCLES



1956 sees James
Cycles with a Leap
of 4 times greater
sales than for the
corresponding
period of 1955!

Have you seen James?

JAMES

The Quality PLUS Progress Bicycle

A  COMPANY Write for Particulars to:-

THE JAMES CYCLE COMPANY LTD · ROCKY LANE · ASTON · BIRMINGHAM

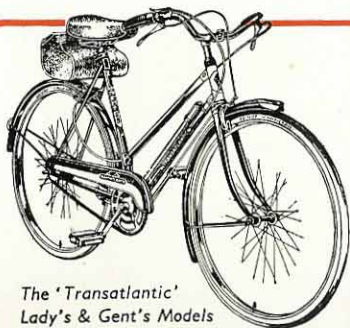
James Cycles
**LEAPING
 AHEAD**

*to win the
 Leap Year Popularity Poll!*

ALREADY 4 times as many James cycles sold by 4 times as many dealers as in the corresponding period last year.

James means business!

Have you seen James?



The 'Transatlantic'
 Lady's & Gent's Models

JAMES

The Quality PLUS Progress Bicycle

Write for Particulars to:-

THE JAMES CYCLE COMPANY LTD.
 ROCKY LANE · ASTON · BIRMINGHAM

A  COMPANY





**She saw
James -
she bought
James**

**So have
thousands of
others!**

That is why four times as many Dealers are selling James to-day as compared with last year. The most modern research resources and highest technical skill, added to a 75-year reputation for Quality, makes JAMES the perfect bicycle for every member of the family.




*Write for
particulars.*

JAMES

THE
"Quality PLUS Progress"
Bicycle

THE JAMES CYCLE COMPANY LIMITED
ROCKY LANE · ASTON · BIRMINGHAM

A  COMPANY

Have you seen James?

Have you seen James?

Have **You** seen James?

Have you **Seen** James?

Have you seen **James**?

See


JAMES

ON STAND 59

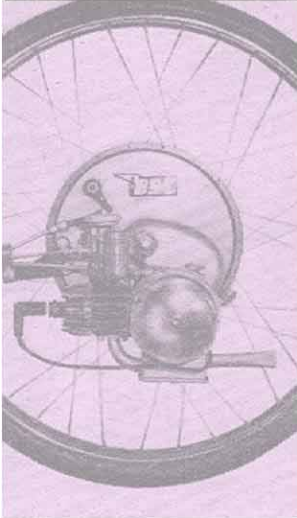
CYCLE SHOW—EARL'S COURT

*The Quality **PLUS** Progress Bicycle*

THE JAMES CYCLE COMPANY LTD., ROCKY LANE, ASTON, BIRMINGHAM

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