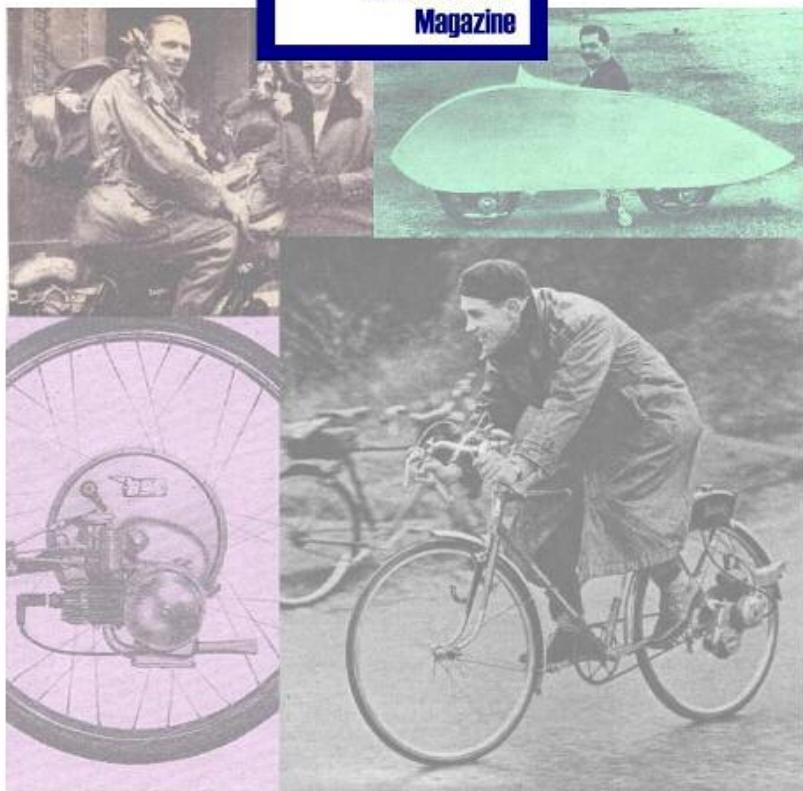


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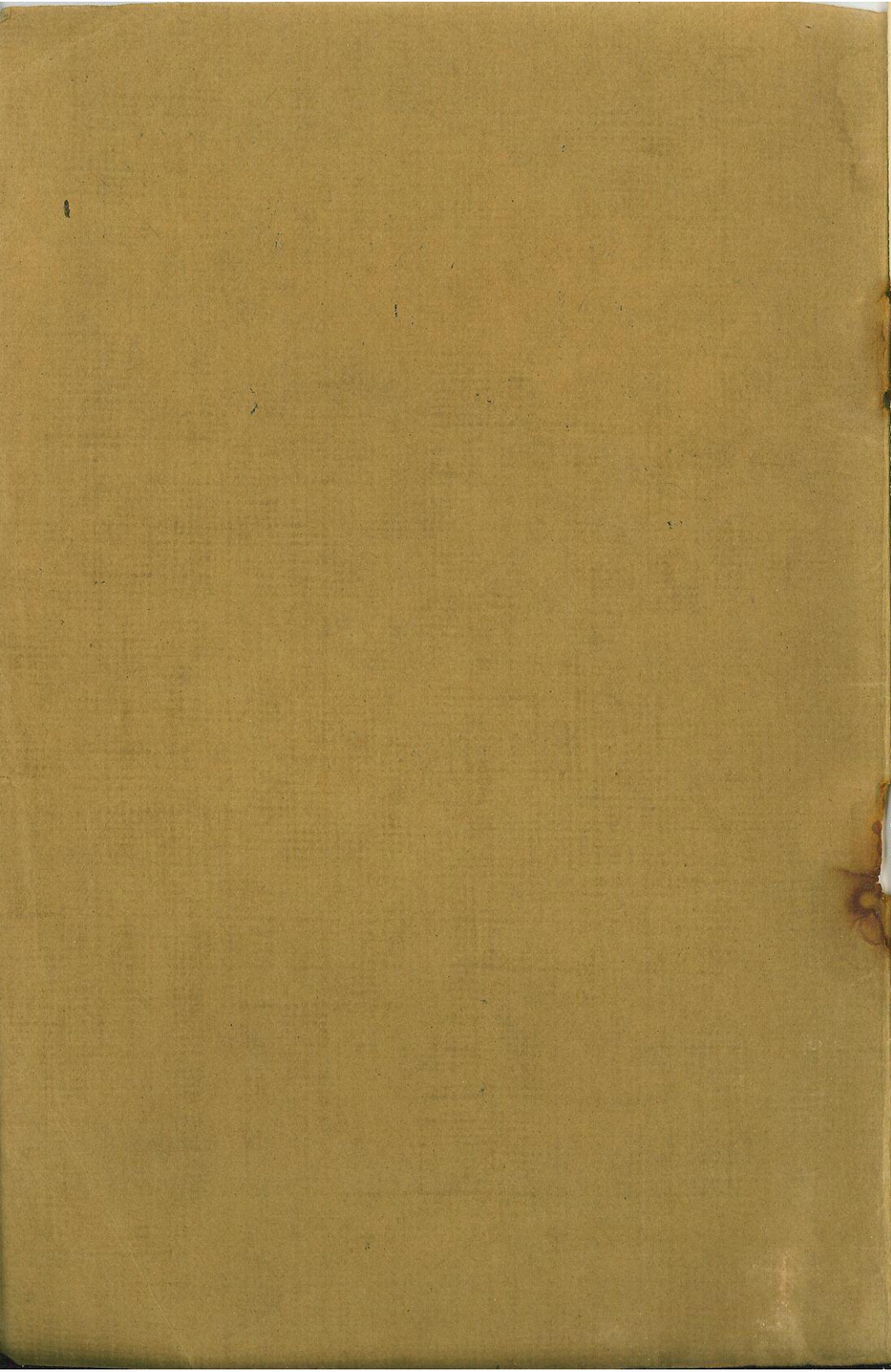


www.icenicam.org.uk

THE FAMOUS
JAMES

*The
Distinctive
Bicycle*





1913



Remember

—“*All* Bicycles
are not alike”

—hence—

COMPLIMENTS OF SOLE MANUFACTURERS

The JAMES Cycle Co., Ltd.

(Established 1869)

Head Offices and Works:

GOUGH RD., GREET, BIRMINGHAM

Telephone: "Victoria, 129." Telegrams: "Bicycles, Birmingham"

DEPOTS:

BIRMINGHAM: 9, Broad Street Corner (Birmingham Show
Room). Telephone: "Midland, 2009."

LONDON: 140, Southampton Row, W.C. Telephone: "Central
Post Office, 1914." Telegrams: "Jacycorn, London."



“All Bicycles are not alike”

—hence— all cannot render you like service.

This truism—which has never needed so much emphasizing as it needs to-day—is one that you should get firmly implanted in mind before purchasing your new bicycle.

“Prevention is better than cure”—and 'tis better—far better—to recognize it NOW, and ensure satisfaction beforehand, than to have its consideration forced upon you by unwelcome experience later.

The charms of cycling are beyond compare. No other form of open-air pastime offers such easily-acquired advantages in promoting good health and physical and mental happiness, change of scene, fresh air, sunshine, exercise and pleasant companionship awheel. All make for the ideal development and healthy maintenance of mind and body—and no other pastime than “cycling” *can* promote these delightful experiences with such exhilarating charm.

If you have never tried cycling and are hesitating over your decision, let us urge you to make the investment



in a good bicycle now—it will prove the finest you ever made, and afford unending amusement, recreation, health, and profit. There is nothing that will take its place, and it involves the “personal” element as no mechanically-propelled vehicle can.



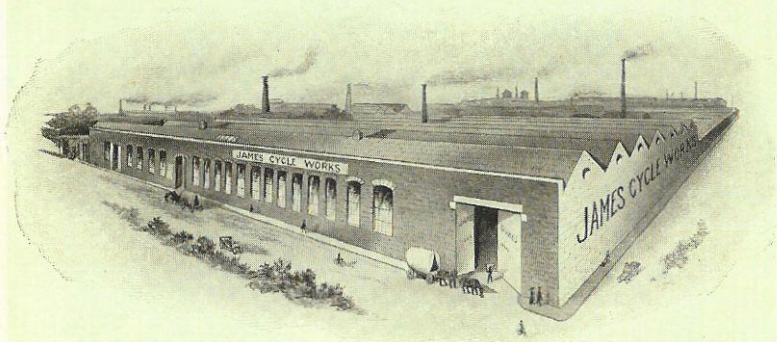
The JAMES Transfer which appears on the Head of every genuine JAMES Bicycle. It is printed in red, white, black, & gold, and in the ribbon at foot appears the name of the particular model on which it is affixed

— BUT —

—to ensure the realization of *real* cycling—to taste the pleasure anticipated in the purchase—you *must* have a cycle of highest constructional degree—a cycle which has become famous through merit maintained, and whose name is a household word.

Otherwise the revelation of luxury afforded in riding a high-grade “mount”—with all its possibilities—will ever remain a sealed book.

Here our quotation calls for note—for care in selection is of primary importance and in the knowledge that “*All* Bicycles are not alike” will your choice be guarded.



The magnificent JAMES Model Factory

Discriminate between “a” and “any” and you cannot fail to see that perfection of design, material and workmanship, as achieved in a perfect bicycle—the



outcome only of years of concentrated effort in superior bicycle-building—will not be found in “any” bicycle—however much alike all may apparently be, judged by shape, enamel and surface finish.

Under the search-light of this critical choice we place before you our “nineteen-thirteen” productions—confident that you will nowhere find bicycles more distinctive and refined—none more easily-propelled and true-running—none that can outvie them in the complete possession of every little essential which goes to make a really perfect wheel.

Without dwelling on the established reputation of “The famous JAMES”—the royal mount—we know we need but refer you to the unimpeachable name for uniformly highest mechanical excellence which The JAMES has proudly enjoyed for so many years, to satisfy you on the score of absolute reliability.

Distinctive and durable to a degree—“The JAMES” makes a clean sweep of mediocrity and stands out conspicuous as the exponent of perfection in modern bicycle manufacture—it is pre-eminently *the* bicycle for judicious buyers.

Manufactory—Men—and Methods

The JAMES Bicycles are manufactured throughout exclusively under the best conditions—in the magnificent JAMES model factory at Greet, near Birmingham.

This perfect British factory covers upwards of three acres in extent, and herein is installed the most modern machinery in the world for the production of perfect bicycles.

Only the best class British workers are employed—experienced, highly-paid mechanics who portray their personality in their work—men who make a science of cycle manufacture, and aim to preserve that exceptionally



high standard of quality on which The JAMES Bicycles have gained world-wide repute.

Behind all is our unique experience extending over 40 years in the industry, of which we may claim to be one of the pioneers.

A walk through our factory would acquaint you with the high organisation evident throughout, and a glance at the few works-views here presented may afford, though only partially so, some idea of the work done.

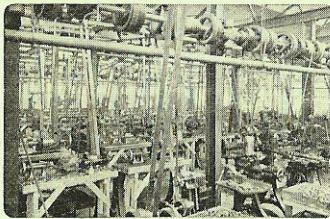
While it is not possible to describe every operation of manufacture, we would like to draw particular attention to certain exclusive methods.

Remember, in the first place, that every working part of a JAMES bicycle is designed and made throughout in our factory from raw materials which are only of the finest selected quality, and that all are subjected to analytical and physical tests before being put into process.

In the machine shops the many and varied interchangeable components are fashioned by specially-designed tools which ensure exact duplication, and at

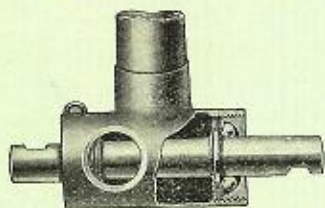


Ball Head section showing Expander Stem Cone within Steering Tube. TO ADJUST the Handle-bar, unscrew nut A three or four turns with the special spanner provided. The handle-bar may then be raised or lowered as required. TO ADJUST THE BALL HEAD, loosen nut (b) with the special spanner provided, and gently turn up (c) to right until there is no movement felt on testing by lifting the handle-bars. If correct, lock up nut (b).



every stage during process each part is gauged to the thousandth part of an inch.

After machining operations are over all parts are

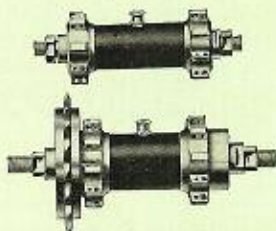


Section of The JAMES Bracket, perfectly simple—perfectly strong—a perfect bearing in all respects

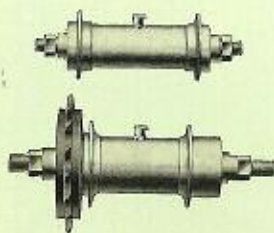
subjected to stringent examination, gauging and testing in our Viewing and Testing Department. All working parts are tested on special machines to exceptional stresses, and only those parts which are perfectly sound, true and interchangeable, are finally passed into stock.

We call your particular

attention to our Hardening Department wherein all the unseen working parts—"the heart of the bicycle"—such as spindles, cups, cones, ball races, free-wheel parts, variable gear parts, etc., are scientifically treated by a special staff of skilled artisans. So complete is this department, with its expensive equipment of finest modern plant, our own



The JAMES Stud Hubs for tangent-placed direct-tension spokes. Familiar throughout "cycledom" the world over



The JAMES Barrel Hubs, made throughout in our Works. Sweet-running and very durable

scientifically computed formulæ of times, temperatures, compositions, tests, etc., that hardening with us is reduced to a perfect scientific process, and our treated parts number some of the finest examples of case-hardening in the world.

We emphasize this because of its importance in contributing to the easy running of the bicycle, and to show how thorough is the care we exercise here.

In the Building Department the same particular attention



is applied to every process, and the interchangeable system is adhered to implicitly. All frames are jig-built only, and trued up to the smallest fractional dimension. The frames are then most carefully handled in the Brazing operation—all joints are specially treated in a manner quite different and altogether superior to the ordinary brazing method—and in consequence it is impossible for any tubes to pass unbrazed in any spot, which frequently does happen in ordinary brazing.



The JAMES Bottom Bracket and adjustment. To adjust, use pegged spanner provided, and turn gently to right hand as shown by arrow indication

After brazing, the frames are perfectly cleared by our sand-blasting process, instead of the usual filing custom, and this improved method, it should be noted, preserves the metal at what may be considered to be the weakest parts of the cycle frame—the joints—and leaves the surface unimpaired and the gauge unthinned at these parts.

Next, the frames are checked for perfect alignment on our improved type of surface plate, after which they are carefully polished ready for enamelling.

Passing into the dust-proof Enamelling Shop, which is equipped with the finest plant and apparatus procurable, the frames in process are respectively sweated, treated with

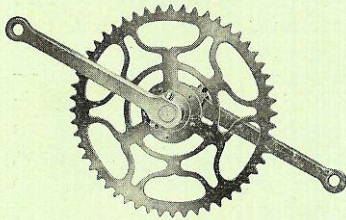


The famous JAMES frictionless Ball-bearing Free Wheel



Rust-preventive process, coated with elastic enamel which prevents the subsequent finishing-enamel chipping, then given four coats of brilliant black enamel; the de luxe models receiving five coats. The stoves are of special improved construction fed by overhead mono-rail system, and throughout the work the frames are un-

touched by hand.



The JAMES Modele de Luxe Chain Wheel Set

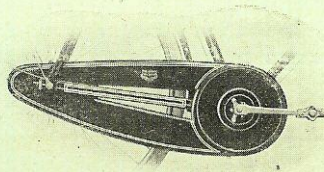
In the Lining Shop, Polishing and Plating Department, Finished Stores, Assembling Shops, and Finishing Shops, the same perfect methods, based upon long and successful

manufacturing experience, prevail throughout.

From the Finishing Shop, after the complete bicycle has received a thorough inspection at the hands of the Viewers employed therein, it is sent to the Finished Machines Viewing Room where it is subjected to another searching examination before being placed in our spacious Stock Room, or sent to the Packing Room for immediate despatch.

Every stage of manufacture is considered as being of equal importance, and at every turn abound highly-specialised machinery, men, and methods necessary to the due execution of perfect work.

We hope the foregoing information will serve to indicate how well and conscientiously The JAMES bicycle is manufactured, and we can claim, without egotism, that our manufacturing methods are without parallel in the trade.



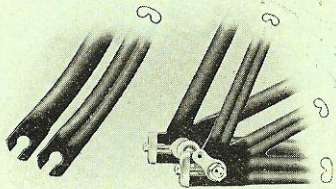
The JAMES Patent silent Oil-bath Case. Seamless Metal frame—has no joints. Thoroughly oil-retaining, lined with Felt

The JAMES Specialities

While embodying the highest order of excellence in manufacture, The JAMES Bicycles also embody certain distinctive specialities in construction, some of which are



depicted throughout these pages—features which in some cases, e.g., The JAMES Stud Hubs, Bearings, Free Wheel, Variable Gear, Differential Tricycle Axle, etc., have become world - famous — features exclusively their own—and, therefore, only to be found in “The JAMES.”

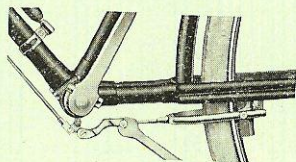


The JAMES front and rear Fork-ends: front facilitates removal of wheel; rear is strong and readily accessible

The following are worthy of your special note :

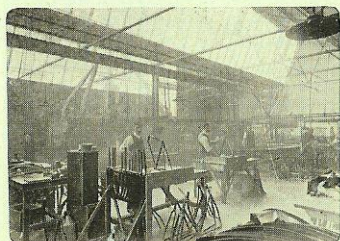
JAMES STUD HUB and BRACKET BEARINGS. It is well known amongst experienced cyclists that the bearings

are really “the heart of the perfect construction depend the easy-propulsion, speed, and durability of the machine. On the best grade JAMES models our famous and distinctive Hubs and Bracket, unrivalled for sweetness of running and durability, are fitted, while on the cheaper models the Barrel Hubs illustrated are included. With the Stud Hubs straight spokes are used, ensuring at a true tangent the most direct tension between hub and rim. All Hubs, etc., are oil retaining and dust-proof, and guaranteed to be of the finest selected material.



The JAMES rear Wireless Rim Brake. Note the pivot is part of bottom bracket. Note its compactness, obviously powerful pull, and simple adjustment

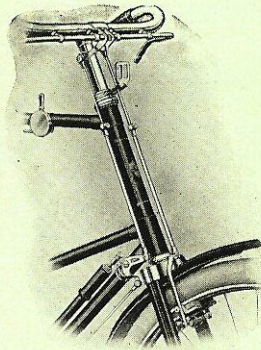
JAMES FREE WHEEL. Most cyclists will recollect that when free-wheeling contests were the order of the day the JAMES wheel made a wonderful name and achieved a



fame in those pioneer days that has remained undimmed to this day. Our 1913 model is made precisely on the same sound principles, with its full complement of frictionless, oil-retaining, Ball bearings, as in the days when it consistently vanquished all competitors.

JAMES CHAIN WHEEL.

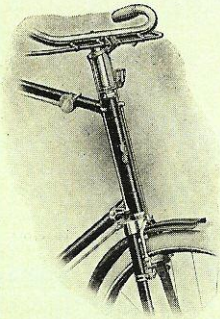
Of light, rigid and powerful design, our Chain-Wheel set has received the utmost care to make it a most strong and smoothly working component—the teeth are carefully and accurately cut—cranks perfectly shaped—and the best selected steel only is employed.



The "De Luxe" Headwork. Note the compact and strong appearance of the Head. The front forks are of special extra-strong Kidney section. Extended Mud-guard

JAMES OIL-BATH CASE.

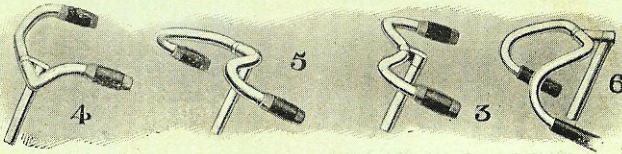
This is of Registered design and made throughout in our Works and is perfect in fit, appearance and utility. On the de luxe models the case is finished with flush seams, and lined with felt to ensure silence. This fitment is quite light, and while affording a luxurious oil-bath it protects the chain and gearing from dust, mud, and wet. All our cases are detachable.



The Headwork of our "Imperial"—one of the most popular models made. Has reinforced crown, strong forks, and neat rolling-lever brakes

JAMES BRAKE - WORK.

This has received our most careful study, and the two systems we use on our various models are unique in efficiency, and on either the rider may place perfect faith. On the de luxe models will be found our improved Rolling Lever



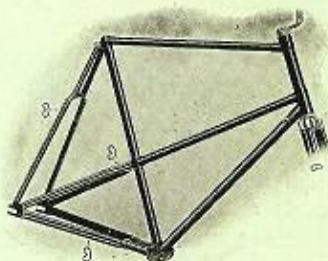
Our standard JAMES pattern Handle-bars



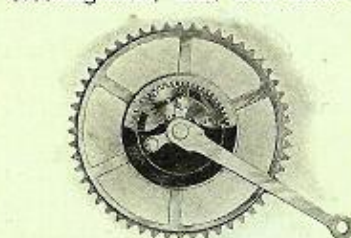
Rim Brakes to both wheels, operated from handle-bar. The Levers are integral with the bar, minus clips, and a rigid and powerful pull is thereby assured. The Brake Shoes and components work in brazed-on moorings throughout. On the other models our new design Rolling Lever Rim Brakes are fitted. These are provided with Clip fastenings, and while efficient in action can be quickly detached if required. The springs on the Clips hold the Brakes constantly in tension and eliminate rattle whilst riding. All are simply adjusted.

JAMES HEAD- WORK.

The Head-work on our machines will be seen to be very handsome and cleverly designed. The de luxe and standard models are illustrated here, and it will be noted that each bears a striking appearance of neatness and strength. The de luxe reinforced crown has Kidney-section Forksides, steering-lock, etc., and each is fitted with Butted Steering



The JAMES de luxe Truss Frame, weighs no more than ordinary frame, has Kidney-section truss members and is extremely strong



The famous JAMES Bracket 2-speed Gear. Strong, silent, simple, and involves no extra width of tread

Tube and special-design Expander Handle-bar Adjustment, see illustration.

JAMES HANDLE-BARS. These include specially selected designs, and it may be generally accepted that the pattern fitted as a standard on any model is the best one for that model. When, however, another pattern is required

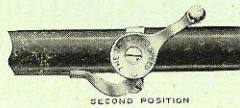
we can supply either of the Nos. shown on opposite page.

JAMES TRUSS FRAME. This is a particularly strong and unique design of frame built with small Kidney-section seamless steel Tubing, and while being quite light it provides extra rigidity in the rear portion of the bicycle frame. It is a distinctive improvement, and owing to the truss members taking up the stresses, we have been able to

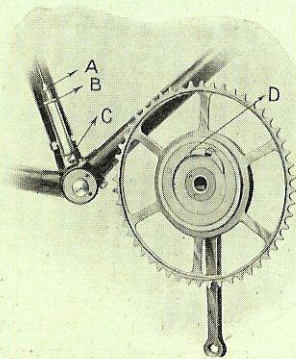


diminish the diameters of the other frame tubes and thereby kept the weight normal. It is fitted as a standard to the de luxe gent's model, but may be included on other models at an extra charge.

JAMES BRACKET TWO-SPEED GEAR. Our gear still remains the simplest and best on the market. It is attached to bracket axle, is self-contained, and involves no extra width of tread. Ball bearings throughout, of few parts and of well-balanced proportions and arrangement. This Two-speed Gear is at rest, i.e., revolves solid, on the high or normal gear, and the gearing is engaged when the low is brought into play. The reduction from normal to low



Two-speed Control Lever on Top Rail—at normal position, and that for employing the low Gear



To adjust: Bring gear to the low position before commencing to adjust the operating cable, which is effected as follows:—Unscrew clip on top tube and move forward until the cable is just taut. Then re-tighten clip securely. It will then be found on moving the operating lever to the high position that the trip (c) just clears cam (d); when the gear is correctly adjusted

Normal gear for ordinary road work—the High for fast riding with favourable wind or road—are the advantages the “Three-speed” affords.

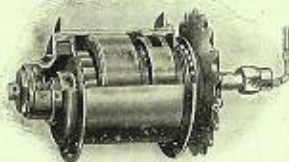
is 25%, and the changing can be effected whilst free-wheeling, pedalling, or standing still. The JAMES Bracket Gear is the *only* bracket gear which is right in principle and construction, and the only one which may be fitted to any make of bicycle of standard construction.

Our THREE - SPEED models are fitted with the famous “Sturmey - Archer” Hub which contains three separate ball-bearing gears, always in mesh, with an automatic ball-bearing ratchet free-wheel acting on each gear. The Low gear for the hills and headwinds—the



The JAMES Tricycles

For middle-aged and elderly riders our Tricycles are the most suitable, reliable, and satisfactory vehicles, and can at all times be implicitly relied upon to provide a perfectly safe and luxuriously easy means of locomotion. We are pleased to record that our connection amongst the patrons



The famous Sturmey-Archer Hub used on our 3-speed models. Sectional view

of the "three wheel" vehicle has grown wonderfully until it has now become quite a considerable part of our business. We have always catered for those who like the most refined, lightly-built, and easy-running machines, and to maintain the high reputation of The JAMES Tricycles for their unrivalled

possession of these advantages, we have from time to time introduced many real improvements which go to make up a perfect modern "mount." One of these is the

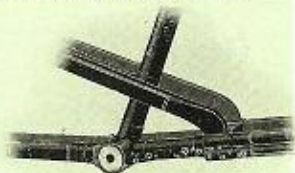
JAMES Differential Tricycle Axle

This is produced throughout in our works, is a remarkably fine piece of work, and is fully guaranteed. Our illustrations show its back view and method of adjustment. It combines a differential gear, with free-wheel, and internally expanding brakes acting on each wheel.

And now, having touched upon the most salient points, we ask your consideration of The JAMES "Nineteen-thirteen" Models as presented in the following pages.

Here you will find a comprehensive range administering to the wheel wants of the Connoisseur, Business Man, all Road Riders, Road and Path Racers, Tourists, Juveniles, and the devotees of the Tandem, Tricycle, etc.

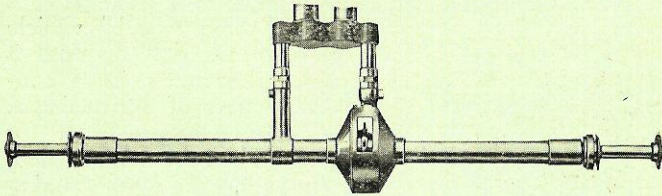
Study the illustrations, along with the specifications and prices throughout, and do not forget that in every model,



The Back-bridge construction of the famous JAMES Tandem Bicycle; note the distinctive, strong struts which come right past the seat tube to the bridge, thereby giving maximum power and strength to the working area



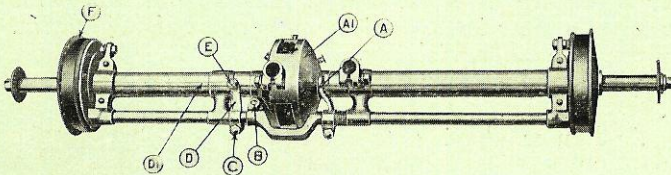
whatever the price, the standard of quality and value is the highest obtainable at the figure; that on every model the JAMES standard of efficiency and completeness, down to the smallest detail, is uniformly maintained; and that our successful policy of the past still prevails, viz.:—to give you



The JAMES Patent Tricycle Axle, with free wheel, as fitted on our Standard Tricycle

a square deal on the most reasonable terms, for real honest value and supremely satisfactory service.

Then you will see the wisdom of investing in a bicycle of such high character as "The JAMES"—behind which there is over a forty years' record of highest achievement in cycle engineering.



The JAMES Patent Differential Tricycle Axle includes free wheel and double internal expansion brakes; either foot or hand applied. TO ADJUST the brakes on this Axle, lever (a) must be brought into contact with Axle Box (A1). Unscrew Nut (b) and Nut (c), and then put lever (d) in contact with the tube (D1). Screw up Nut (c) tightly, and move adjusting screw (e) until wheel (f) is quite free. Then lock adjusting screw (e) with its locknut, and screw up nut (b) tightly.

Every JAMES Bicycle is fully guaranteed in every part, and exquisite care is taken to see that each model is in perfect condition before leaving our Works.

Your order will be esteemed.



C, Where the convenient purchase of a bicycle on instalment payments appeals to a would-be buyer of a JAMES, we supply our machines on the

“DEFERRED PAYMENT SYSTEM”

under which the bicycle is supplied at once, and the payments made monthly extending over a period of 6, 12 or 15 months ; or as specially arranged to suit customer.

If a householder, we require two references, or, in lieu, the name of a householder who will guarantee the payments shall be made.

We wish it to be distinctly understood that we have no connection with financial agents, we ourselves solely controlling all business placed in our hands on this arrangement.

Orders on this system are treated in the same manner as a cash transaction, and the enquiries made do not disclose to the references the nature of the business.

If you are interested, drop us a post card, and we will send you our Deferred Payment Form, with full particulars.

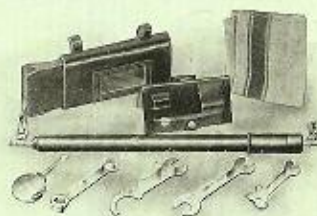
HOW TO CARE FOR YOUR “JAMES” BICYCLE

Pride of possession must be followed by care in preservation, if you would ensure perfect service. Like all other vehicles, a bicycle requires attention to perpetuate its pristine splendour and efficiency, and your attention to the following hints will help to keep your JAMES ever in the highest working form, while adding years to its life.

CLEANING: Never leave your bicycle to care for itself after riding in the mud or rain. Wipe dry the enamel and plated parts. Don't swill the mud by simply douching the machine with a bucketful of water. Use a cleaning set.



Periodically treat the chain and bearings with paraffin to free them from dust or grit, not failing to Oil the bearings and Grease the chain after this operation. Should any oil drop on the tyres, at once remove it, as oil is deleterious to rubber. Don't ride on soft tyres—inflate them fairly hard, they will ride easier, last longer, and make the bicycle faster. A few minutes spent in attending to the bicycle after each ride will never be time wasted, but prove a grand investment.



LUBRICATION : Let the oiling be your first care—never neglect this important preliminary. To those who are making the JAMES their first cycle we particularly wish to emphasize the necessity of periodic lubrication of all the working Bearings. You will find efficient Lubricators are provided on the JAMES machines at all parts where it is necessary to insert oil—don't fail to see these are used ; the benefits are immense.

Every JAMES Bicycle is equipped with Toolbag, Inflator and Clips, special Spanner set, Oil Can, etc., complete, all of best quality. Note special SILENT bag on De Luxe model, as illustrated

ADJUSTMENT : Should a rattle occur whilst riding, or otherwise develop, don't neglect it, but adjust the bearing or joint concerned at once and so prevent further disorder. The usual adjustments necessary to keep the machine in perfect order will be obvious to the rider, and in the JAMES the adjustments are so simple as to present no difficulty if the directions given elsewhere are carefully followed.

Finally—don't overlook these injunctions as being of no material importance—realise their significance by observing them—and then we promise that you will taste anew on the modern JAMES the delightful riding experiences of the "good old days" when bicycles were twice the price they are to-day.



THE JAMES GUARANTEE

We give the following Guarantee with our machines instead of the Guarantee implied by statute, or otherwise, as to the quality or fitness for the purpose of cycling of goods supplied by us; any such implied Guarantee being in all cases excluded. In the case of machines which have been used for "hiring out" purposes, or in respect of which our trade mark or manufacturing number has been removed, no Guarantee of any kind is given or is to be implied.

"We Guarantee, subject to the conditions mentioned below, that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but this Guarantee is to extend and be in force for the period specified below, and the damages for which we make ourselves responsible under this Guarantee are limited to the free replacement of any defective parts. We undertake, subject to the conditions mentioned below, to make good at any time within the period specified any defects in these respects in our cycles. This Guarantee does not apply to defects caused by wear and tear, misuse, or neglect, or to machines not bearing our trade marks."

Tyres, Saddles, Chains, Enamelling, Plating, Aluminium.	One year from date of purchase.
Flexible parts, Springs, etc., and all parts not made of metal	of purchase.
Every other part of the Machine on Models "Standard" and upwards	Five years from date of purchase.
"Comet," "Mercury," "Samson," and Juvenile Cycles, Carrier Cycles	One year from date of purchase.

CONDITIONS OF GUARANTEE

If a defective part should be found in any of our machines, the part must be sent to us by passenger train, *carriage paid*, and accompanied by an intimation from the sender that he desires to have it repaired free of charge under our Guarantee, and he must also furnish us at the same time with the number of the machine, the name of the Agent from whom he purchased, and the date of the purchase.

Failing compliance with the above no notice will be taken of anything which may arrive, but such articles will lie here at the risk of the senders; and this Guarantee, and any implied Guarantee, shall not be enforceable.

We Guarantee only those machines which bear our transfers and are bought either direct from us or from one of our duly authorised Agents, and under no other conditions.

This Guarantee covers also the specialities of other firms, such as tyres, saddles, chains, gear cases, etc., fitted to and forming a necessary part of our cycle, but does not extend to other detached cycle accessories such as lamps and bells. We endeavour to secure the highest quality of these articles, and the makers whose names usually appear thereon are in nearly every case willing to replace any defective part, and we will at all times furnish the maker's name as a proof of the quality.

Racing tyres either for the road or path are not guaranteed in any way, and are used at the rider's sole risk.

THE TERM AGENT

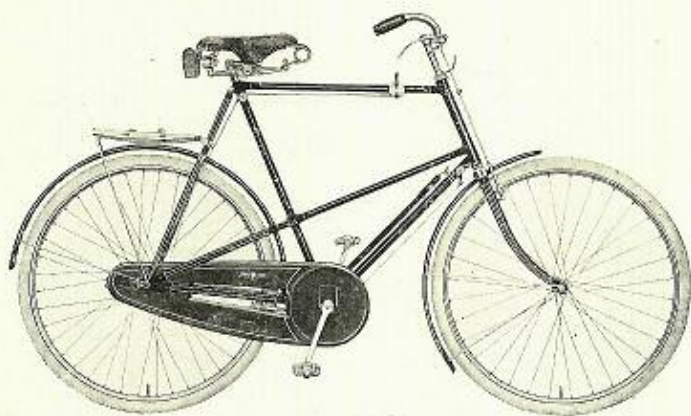
is used in a complimentary sense only, and those firms whom we style our Agents are not authorised to advertise, incur any debts, or transact any business whatsoever on our account other than the sale of "The James," "Samson," "Mercury," and "Comet" cycles mentioned in their appointment and which they have purchased from us; but specifically excluding all cycles manufactured by us not bearing such transfers; nor are they authorised to give any warranty or make any representation on our behalf other than those contained in the above Guarantee.

A complete range of "The James" bicycles, tricycles, etc., are stocked by our Agents in almost every town, village, or district throughout the United Kingdom, and there our latest models may be fully inspected, and our Agents will only be too pleased to demonstrate the distinctive features and advantages of "The James."

If any difficulty please approach us direct, when your requirements shall have our best attention.

For "The James" Motor Bicycles please see separate Art Catalogue.





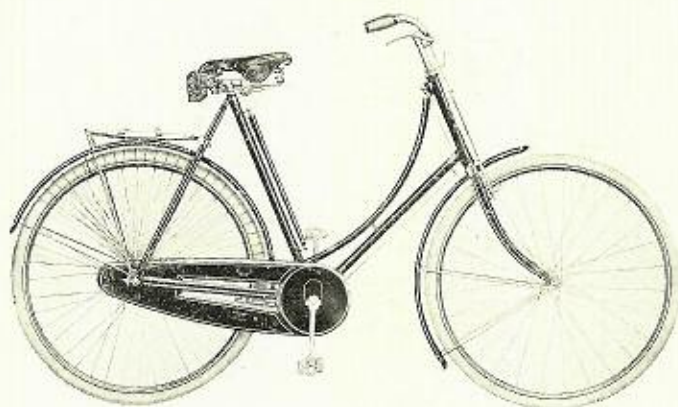
JAMES 'Modèle de Luxe' No. 16

FRAME	Built of double-buted main tubes and duplex forks and stays. 22, 24, 26in. Truss frame as illustrated. Not Truss frame on Ladies'
WHEELS	28in., black centres, gold lined
GEAR	Three-speed Hub. Gent's, 97-74-65in.; Ladies', 89-68-52in. OPTION: Two-speed Gear
CHAIN	Hans Renold $\frac{1}{2}$ in. pitch roller
HUBS	James Patent Stud
INFLATOR	Large Celluloid, with spring clips
STEERING-LOCK	Friction
HANDLE-BAR	As illustrated
SADDLE	Brooks: Gent's B90 plated; Ladies' B85 plated
BRAKES	James Wireless Rolling Lever Rim Brakes
GEAR-CASE	James Registered Oil Bath, flush joints
TYRES	Dunlop or Palmer, 28in. by $1\frac{1}{2}$ in., beaded edge
FINISH	Black Enamel, lined burnished gold; all bright parts heavily plated on copper

PRICES

	Net Cash	12 Monthly Instalments
No. 16, as specified above	£12 : 12 : 0	1 : 3 : 6
No. 16a, ditto, but without gear case	£11 : 11 : 0	1 : 1 : 9





JAMES 'Modèle de Luxe' No. 17

SPECIFICATION as on opposite page

PRICES

	Net Cash	12 Monthly Instalments
No. 17, as specified	... £12 : 12 : 0	1 : 3 : 6

HERE we present our companion *Modèle de Luxe* Bicycles. We claim these to be perfect—distinctive in design—and of irreproachable quality throughout. We have aimed here to produce the finest bicycle regardless of cost. The superb finish and perfect equipment typify the height of luxury and refinement—and satisfactorily meet the expectations of the buyer of the highest grade. The materials and workmanship are of the very best procurable. Both models are supplied with Three-speed Gear, or our Bracket Two-speed, as desired; and each embodies every well-known Speciality included in "The Famous JAMES."





The JAMES "Imperial." No. 12

FRAME	22in., 24in. and 26in.
WHEELS	28in. enamelled centres, red lined
GEAR	Three-speed Hub. Gent's, 97-74-65in. ; Ladies', 89-68-52in.
	OPTION : James Two-speed Gear
CHAIN	$\frac{3}{4}$ in. pitch roller
HUBS	James Patent Stud
INFLATOR	Large Celluloid, with spring clips
HANDLE-BAR	As illustrated
BRAKES	James Front and Rear Rolling Lever Rim
SADDLE	Brooks B75 enamelled, or Lycett L19 plated, twisted three-coil
GEAR-CASE	Registered Oil Bath
TYRES	Dunlop or Palmer, 28in. by $1\frac{1}{2}$ in.
FINISH	Black Enamel, lined gold ; all bright parts heavily plated

PRICES

	Net Cash	12 Monthly Instalments
No. 12, as specified above	£10 : 10 : 0	1 : 0 : 0





The JAMES "Imperial." No. 13

SPECIFICATION as on opposite page

PRICES

	Net Cash	12 Monthly Instalments
No. 13, as specified	£10 : 10 : 0	1 : 0 : 0

THIS is the favourite "ten-guinea" model. The height of modern cycle value is represented here, and both embody every essential for perfect Full-Roadster Ladies' and Gentlemen's "mounts." Lightness with maximum strength is the special constructional feature of The JAMES "IMPERIAL" design. These models include the best fitments on the market, Oil Bath case, all the JAMES distinctive features, and option of 3 or 2-speed gears. An ideal mount for Touring requirements and where the maximum of hard yet pleasant riding is required.





JAMES "Lightweight." No. 14

FRAME	22in., 24in. and 26in.
WHEELS	Endless aluminium rims, 28in.
GEAR	Gent's, 72in. ; Ladies', 68in.
CHAIN	$\frac{1}{2}$ in. pitch roller
HUBS	James Patent Stud
INFLATOR	Celluloid, with spring clips
STEERING-LOCK	Friction
FREE WHEEL	James
HANDLE-BAR	As illustrated
SADDLE	Brooks: Gent's, B11; Ladies', B75; or Lycett L6 plated, twisted three-coil
BRAKES	James Front and Rear Rolling Lever Rim
TYRES	Dunlop $1\frac{1}{8}$ in. Roadster
FINISH	Black Enamel, lined gold; bright parts heavily plated
WEIGHT	To standard specification, 28 $\frac{1}{2}$ lbs.

PRICES

	Net Cash	12 Monthly Instalments
No. 14, as specified above	£8 : 10 : 0	0 : 16 : 8
No. 14a, ditto, but with James Bracket Two-speed Gear	£9 : 5 : 0	0 : 17 : 11
No. 14b, ditto, with Three-speed Hub	£9 : 10 : 0	0 : 18 : 4





JAMES "Lightweight." No. 15

SPECIFICATION as on opposite page

PRICES

	Net Cash	12 Monthly Installments
No. 15, as specified	£8 : 15 : 0	0 : 17 : 1
No. 15a, ditto, but with James Bracket Two-speed Gear	£9 : 10 : 0	0 : 18 : 4
No. 15b, ditto, but with Three-speed Hub	£9 : 15 : 0	0 : 18 : 9

THESE represent the highest achievement in "Lightweight" Roadster design. With these models strength has in no way been sacrificed, but all unnecessary weight has been eliminated with the object of producing the lightest possible bicycle, while incorporating every essential and refinement that is imperative in a highest grade machine. To those to whom a light machine appeals, we recommend this with every confidence as being the best exponent yet made. Our prices show the extras for inclusion of 2 or 3-speed gears on this model.





The JAMES "Royal." No. 10

FRAME	22in., 24in. and 26in.
WHEELS	28in.
GEAR	Three-speed Hub. Gent's, 97 - 74 - 65in.; Ladies', 89-68-52in.
CHAIN	$\frac{3}{4}$ in. pitch roller
HANDLE-BAR	As illustrated
BRAKES	James Front and Rear Rim
SADDLE	Lycett L19 plated, three-coil
INFLATOR	Large Celluloid, with spring clips
TYRES	Dunlop or Palmer, 28in. by 1 $\frac{1}{2}$ in.
FINISH	Black Enamel, lined red and green; bright parts heavily plated

PRICES

	Net Cash	12 Monthly Instalments
No. 10, as specified above	£8 : 10 : 0	0 : 16 : 8





The JAMES "Royal." No. 11

SPECIFICATION as on opposite page

PRICES

	Net Cash	12 Monthly Instalments
No. 11, as specified	£8 : 15 : 0	0 : 17 : 1

AN ideal bicycle—inasmuch as it includes the best JAMES Roadster design, workmanship and finish, with the advantage of the Sturmev-Archer Three-speed Gear and full Roadster complement—at a strictly moderate price. As the most perfect "popular" bicycle it offers the finest value in the world. It ideally combines every essential of a variable-gearcd machine, with all *its* advantages, without the expense of the more highly-equipped machine—and for "nineteen-thirteen" it should prove to be one of the most popular models in the world of wheels.





The JAMES "Standard." No. 7

FRAME	22in., 24in. and 26in.
WHEELS	28in.
GEAR	Gent's, 72in. ; Ladies', 68in.
CHAIN	½in. pitch roller
HANDLE-BAR	As illustrated
FREE-WHEEL	James
BRAKES	James Front and Rear Rim
SADDLE	Lycett L19 plated, three-coil
INFLATOR	Celluloid, with spring clips
TYRES	Dunlop or Palmer, 28in. by 1½in.
FINISH	Black Enamel, lined green and red ; bright parts heavily plated

PRICES

	Net Cash	12 Monthly Instalments
No. 7, as specified above	£7 : 10 : 0	0 : 15 : 0
No. 7a, ditto, but with James Patent Bracket Two-speed Gear	£8 : 5 : 0	0 : 16 : 3
No. 7b, ditto, but with Three-speed Hub	£8 : 10 : 0	0 : 16 : 8





The JAMES "Standard." No. 8

SPECIFICATION as on opposite page
PRICES

	Net Cash	12 Monthly Instalments
No. 8, as specified	£7 : 15 : 0	0 : 15 : 5
No. 8a, ditto, but with James Patent Bracket Two-speed Gear	£8 : 10 : 0	0 : 16 : 8
No. 8b, ditto, but with Three-speed Hub	£8 : 15 : 0	0 : 17 : 1

NOWHERE can you find higher value for money than is offered in our "Standard" pair. Here, again, you have the possession of "JAMES QUALITY"—the perfect workmanship and finish worthy of our name—at a price which places it within reach of all bicycle buyers. A perfect Light Roadster at a very popular price. Of excellent wearing qualities.





The JAMES "Samson." No. 2

FRAME	22in., 24in. and 26in.
WHEELS	28in.
GEAR	Three-speed Hub. Gent's, 97-74-56in.; Ladies', 89-68-52in.
CHAIN	$\frac{1}{2}$ in. pitch roller
HANDLE-BAR	As illustrated
BRAKES	James Front and Rear Rim
SADDLE	Lycett L82 enamelled, three-coil
INFLATOR	Celluloid, with spring clips
TYRES	"Mercury" Full Roadster. Guaranteed 13 months. 28in. by $1\frac{1}{2}$ in.
FINISH	Black Enamel, lined green and red; bright parts heavily plated

PRICES

	Net Cash	12 Monthly Instalments
No. 2, as specified above	£6 : 17 : 6	0 : 13 : 8





The JAMES "Samson." No. 3

SPECIFICATION as on opposite page

PRICES

Net Cash

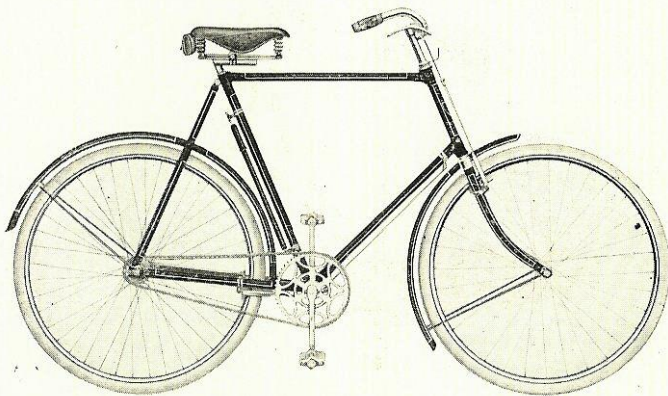
12 Monthly
Instalments

No. 3, as specified £7 : 2 : 6 0 : 14 : 1

WE have specialised in the production of this machine to meet the rapidly increasing demand for a real JAMES Bicycle including a 3-speed Gear, at a low figure. It is well made and finished with every care, and it may be regarded with perfect confidence as being the superior of any other bicycle on the market at its price. It is a machine worthy of our name in every respect and the only cheap thing about it is its price.



The Famous JAMES



The JAMES "Mercury." No. 27

FRAME	22in., 24in. and 26in.
WHEELS	28in.
GEAR	Gent's, 72in. ; Ladies', 68in.
HANDLE-BAR	As illustrated
FREE WHEEL	James
BRAKES	Rolling Lever Front and Rear Rim
SADDLE	Lycett L82 enamelled, three-coil
INFLATOR	Celluloid, with spring clips
TYRES	"Mercury" Full Roadster. Guaranteed 13 months. 28in. by 1½in.
FINISH	Black Enamel, lined green and red ; bright parts plated

PRICES

	Net Cash	12 Monthly Instalments
No. 27, as specified above	£5 : 17 : 6	0 : 11 : 11
No. 27a, ditto, but with James Patent Bracket Two-speed Gear	£6 : 12 : 6	0 : 13 : 2





The JAMES "Mercury." No. 29

SPECIFICATION as on opposite page

PRICES

	Net Cash	12 Monthly Instalments
No. 29, as specified	£6 : 2 : 6	0 : 12 : 4
No. 29a, ditto, but with James Patent Bracket Two-speed Gear	£6 : 17 : 6	0 : 13 : 7

THOUGH of very low price, we can recommend these machines in perfect confidence. In them our famous quality and characteristic design find perfect inclusion. Those detail refinements which make for ease of running and reliable wear are fully embodied. For those who require a perfectly free-running, strong and reliable machine at a low figure there is nothing offered elsewhere which can compare with "The JAMES Mercury."





The JAMES "Comet." No. 31

FRAME	22in., 24in. and 26in.
WHEELS	28in. by 1½in.
GEAR	Gent's, 72in. ; Ladies', 68in.
HANDLE-BAR	As illustrated
FREE WHEEL	James
BRAKES	Front and Rear Rim
SADDLE	L82, 3-coil
MUDGUARDS	Detachable
TYRES	"Comet," fully guaranteed 12 months, 28in. by 1½in.
FINISH	Black enamel, lined red ; bright parts plated

NOTE.—Road Racer No. 33 is fitted with 26in. wheels and Dipped Top Bar Frame, sizes 23in. and 25in. ; and No. 5 Handle-Bar

PRICES

	Net Cash
No. 31, as specified above	£4 : 17 : 6
No. 31a, ditto, but with James Patent Bracket 2-speed gear	£5 : 12 : 6
No. 33, Road Racer, as specified above	£4 : 17 : 6
No. 33a, ditto, but with James Patent Bracket 2-speed gear	£5 : 12 : 6





The JAMES "Comet." No. 32

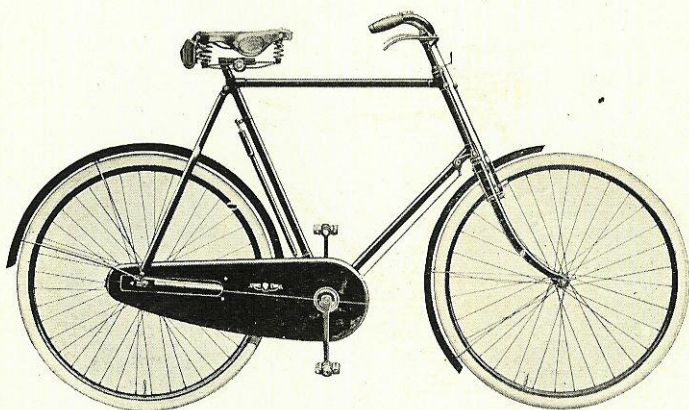
SPECIFICATION as on opposite page

PRICES

	Net Cash
No. 32, as specified	£5 : 1 : 6
No. 32a, ditto, but with James Patent 2-speed Hub	£5 : 16 : 6

PRICE finds its limit here—but not quality. The regular JAMES quality is still incorporated, and we have made it a model with which competition can be defied. Its specification includes all the advantages that can be included at the figure, and for those who do not wish to pay more we honestly offer it as the most valuable mount on the market. In this "Comet" class we also offer a smart little Road Racer—No. 33—as listed opposite.





JAMES "Royal" Winter Model. No. 10a

A thoroughly complete Model for all-weather use

FRAME	22in., 24in. and 26in.
WHEELS	28in.
GEAR	72in.
CHAIN	½in. pitch roller
HANDLE-BAR	As illustrated, or alternative No.
FREE WHEEL	James
BRAKES	James Front and Rear Rim
SADDLE	Lycett L19 enamelled; three-coil
INFLATOR	Celluloid, with spring clips
GEAR-CASE	Metal, detachable
MUDGUARDS	Large Section, with extension over front wheel
TYRES	"Mercury," 28in. by 1½in. Guaranteed 13 months
FINISH	Special Black Enamel, rims lined red; fittings relieved in gold

PRICES

No. 10a, as specified above.	Lady's or	Net Cash	12 Monthly
	Gent.'s	£6 : 17 : 6	Instalments
EXTRAS:	James Patent Bracket	£0 : 15 : 0	
	Three-speed Hub	£1 : 0 : 0	





JAMES "Record" Model. No. 34

A wonderfully speedy Road Racer, and Racer, quite "out of the rut" and a unique machine in several respects

FRAME	23in. and 25in., with close-built back
WHEELS	26in. by 1½in. laminated wood rims OPTION: Steel Rims
TYRES	Clipper-Reflex Speed, 26in. by 1½in.
HANDLE-BAR	As illustrated
SADDLE	Lycett L13 plated
BRAKE	Coaster Hub
WEIGHT	25lbs. to standard specification
FINISH	Best Black Enamel, all bright parts plated OPTION: Olive Green

NOTE.—This Model can be supplied stripped, less Mudguards and Coaster, with Fixed Wheel, see prices below (No. 34a).

PRICES

	Net Cash	12 Monthly Installments
No. 34, as specified above	£6 : 10 : 0	0 : 12 : 11
No. 34a, as specified above	£6 : 0 : 0	0 : 12 : 1





JAMES "Path Racer" Model. No. 19

A specially - designed Path model with wonderful possibilities in "speed." This machine embodies all our very best features, workmanship and finish. It is the most perfect type of "Path" machine ever placed before the Racing Public

FRAME	23in. and 25in., or to order
WHEELS	26in.
GEAR	To order
HUBS	James Stud
HANDLE-BAR	As illustrated, or to order
SADDLE	Lycett L74 plated
TYRES	Dunlop Sprint, 26in. by 1in., or Constrictor Tubular Path, 26in. by 1 1/2in., on wood rims
FINISH	Finest Black or Bronze Oil Finish
WEIGHT	20lbs., to standard specification

PRICES

	Net Cash	12 Monthly Instalments
No. 19, as specified above	£7 : 10 : 0	0 : 15 : 0





JAMES "Clubman" Model. No. 18

THIS is the JAMES model for the Clubman who wants a perfect, sweet-running mount for pace, distance, and every requirement of a perfectly-built "Club" Model

FRAME	23in. and 25in., or to order
WHEELS	26in.
GEAR	To order
HUBS	James Stud
HANDLE-BAR	As illustrated, or to order
SADDLE	Lycett L74 plated
TYRES	Dunlop, open sided, or Constrictor Python red band, 26in. by 1 $\frac{1}{8}$ in., on Steel Rims
BRAKES	Front and Rear Rim
FINISH	Best Black Enamel, all bright parts plated
WEIGHT	24 $\frac{1}{2}$ lbs., to standard specification

PRICES

	Net Cash	12 Monthly Instalments
No. 18, as specified above	£7 : 10 : 0	0 : 15 : 0
No. 18a, ditto, with Coaster Hub	£7 : 17 : 6	0 : 15 : 8
No. 18b, ditto, with Three-speed Hub	£8 : 10 : 0	0 : 16 : 8





The JAMES "Standard." No. 9

THIS model embodies the essentials of a perfectly-designed Road Racing Machine. Light, strong, and speedy—it represents the best we can offer in this type

FRAME	23in. and 25in.
WHEELS	26in.
GEAR	72in.
CHAIN	$\frac{3}{4}$ in. pitch roller
HANDLE-BAR	As illustrated
FREE WHEEL	James
BRAKES	James Front and Rear Rim Rolling Levers
SADDLE	Lycett L16
INFLATOR	Celluloid, with spring clips
TYRES	Dunlop or Palmer, 26in. by $1\frac{3}{8}$ in.
FINISH	Black Enamel, lined green and red; bright parts heavily plated

PRICES

	Net Cash	12 Monthly Instalments
No. 9, as specified above	£7 : 10 : 0	0 : 15 : 0
No. 9a, ditto, but with Coaster Hub	£7 : 17 : 6	0 : 15 : 8
No. 9b, ditto, but with Three-speed Hub	£8 : 10 : 0	0 : 16 : 8





The JAMES "Mercury." No. 28

A very light and speedy Road Racer specially produced to meet the big demand for an inexpensive but perfectly reliable Road Racing machine

FRAME	23in. and 25in.
WHEELS	26in.
GEAR	72in.
CHAIN	½in. pitch roller
HANDLE-BAR	As illustrated
FREE WHEEL	James
BRAKES	James Front and Rear Rim Rolling Lever
SADDLE	Lycett L13
INFLATOR	Celluloid, with spring clips
TYRES	"Mercury," Guaranteed 13 months. 26 by 1½in.
FINISH	Black Enamel, lined green and red; bright parts heavily plated

PRICES

	Net Cash	12 Monthly Instalments
No. 28, as specified above	£5 : 17 : 6	0 : 11 : 11
No. 28a, ditto, but with Coaster Hub	£6 : 5 : 0	0 : 12 : 6
No. 28b, ditto, but with Three-speed Hub	£6 : 17 : 6	0 : 13 : 7





The JAMES "Juvenile." No. 5

FRAME	16in., 18in. and 20in.
WHEELS	24in. (26in. to 20in. Frame)
GEAR	53in.
CHAIN	$\frac{1}{2}$ in. pitch roller
INFLATOR	Celluloid, with spring clips
FREE WHEEL . . .	James
HANDLE-BAR . . .	As illustrated
SADDLE	Juvenile, four-wire
BRAKES	Front and Rear Rim, Rolling Levers
CHAIN GUARD . .	Full Metal (on Girl's Model 6 only)
TYRES	Cambridge, 1 $\frac{1}{2}$ in.
FINISH	Black Enamel, lined red

PRICES

	Net Cash	12 Monthly Instalments
No. 5, as specified above . . .	£4 : 10 : 0	0 : 9 : 7





The JAMES "Juvenile." No. 6

SPECIFICATION as on opposite page

PRICES

	Net Cash	12 Monthly Instalments.
No. 6, as specified	£4 : 14 : 0	0 : 9 : 11

FOR the "little folk" better machines were never made. These models embody the workmanship of our best mechanics, and in design and finish reach the highest standard of Juvenile excellence. Just what the young rider requires in a specially-built Juvenile mount—strength, extra easy running, lightness and reliability—are the features which find their perfect embodiment here. Extremely easy to propel they cannot possibly overtax the strength of the rider. Perfectly equipped.





JAMES "Juvenile" Tricycle. No. 40

- FRAME 16in., 18in. and 20in.
- WHEELS 24in. by 1 $\frac{3}{8}$ in., Rims Enamelled, black centres
- GEAR 53in.
- CHAIN $\frac{3}{4}$ in. pitch roller
- INFLATOR Celluloid, with spring clips
- AXLE James Fixed Wheel, enclosed type
- HANDLE-BAR As illustrated
- SADDLE Juvenile, four-wire
- BRAKE Front Rim, Rolling Lever
- CHAIN COVER Full Metal (on Girl's Model 41 only)
- TYRES Cambridge, 24in. by 1 $\frac{3}{8}$ in.
- FINISH Best Black Enamel, lined red

PRICES

	Net Cash	12 Monthly Instalments
No. 40, as specified above	£6 : 15 : 0	0 : 13 : 4





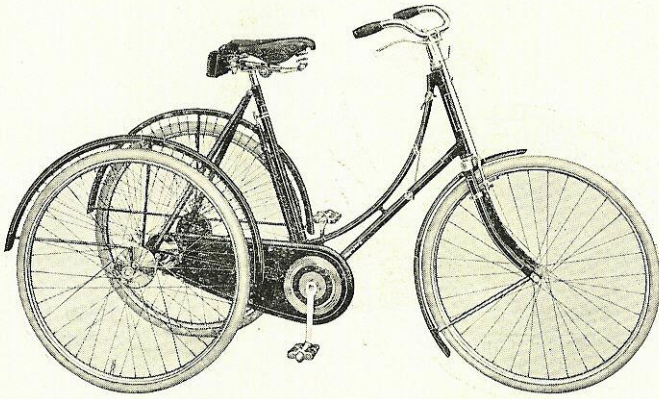
JAMES "Juvenile" Tricycle. No. 41

SPECIFICATION as on opposite page

PRICES	Net Cash	12 Monthly Instalments
No. 41, as specified	£6 : 15 : 0	0 : 13 : 4

OWING to the exceptional development of the "TRICYCLE" as manifested in "The JAMES," due to the close study we have given to this class of cycle, we are enabled to offer a Juvenile Tricycle the like of which has never hitherto been offered elsewhere. Having featured Tricycles for so many years, we are rightly regarded as experts in their construction, and all the advantage of our wide experience in the manufacture of the adult models finds inclusion here. They are really replicas of adults' models in miniature, and in every way the finest Juvenile Tricycles in the world.





JAMES "Royal" Tricycle. Nos. 25 & 26

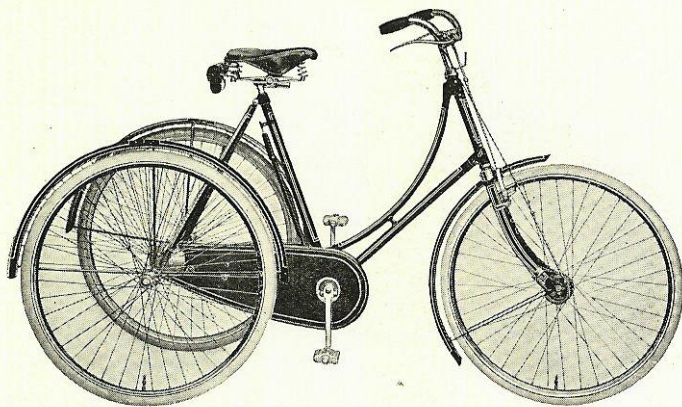
THIS Tricycle represents the cream of design and refinement and includes our Special differential axle with internal expanding brakes operated by either hand or foot, as desired. A really royal Tricycle

FRAME	22in. and 24in.
AXLE	Free Wheel, James Patent
WHEELS	26in. equal, Black centres, red lined
CHAIN	3/4in. pitch roller
HANDLE-BAR	As illustrated, or alternative No.
BRAKES	James Front Rim & Band Brakes on Rear Axle
SADDLE	Lycett L19 plated, three-coil
GEAR CASE	On Lady's Model only, Metal registered pattern
TYRES	Dunlop or Palmer, 26in. by 1 3/8in.
FINISH	Black, lined green and gold, axle plated

PRICES

	Net Cash	12 Monthly Instalments
No. 25, Gent's, as specified above . . .	£15 : 15 : 0	1 : 8 : 9
No. 25a, ditto, but with James Patent Bracket Two-speed Gear . . .	£16 : 15 : 0	1 : 10 : 5
No. 26, Lady's, as specified above . . .	£16 : 16 : 0	1 : 10 : 6
No. 26a, ditto, but with James Patent Bracket Two-speed Gear . . .	£17 : 16 : 0	1 : 12 : 2





JAMES 'Standard' Tricycle Nos. 23 & 24

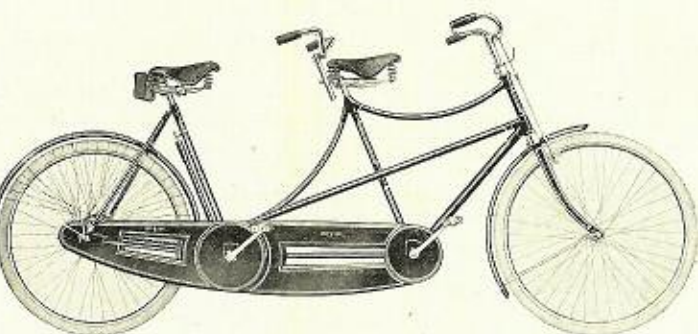
THIS Model is designed to afford the luxury and fine running of the "Royal," but at a more popular price

FRAME	22in. and 24in.
AXLE	Free Wheel, James Patent
WHEELS	26in.
CHAIN	½in. pitch roller
HANDLE-BAR	As illustrated
SADDLE	Lycett L19 plated, three-coil
BRAKES	James Front Rim, and Internal Expansion Front Hub
CHAIN COVER	To Lady's only. Metal
TYRES	Scott, 26in. by 1½in.
FINISH	Black Enamel, lined red and green; bright parts plated

PRICES

	Net Cash	12 Monthly Instalments
No. 23, Gent's, as specified above . . .	£12 : 12 : 0	1 : 3 : 6
No. 23a, ditto, but with James Patent Bracket Two-speed Gear . . .	£13 : 12 : 0	1 : 5 : 2
No. 24, Lady's, as specified above . . .	£13 : 13 : 0	1 : 5 : 3
No. 24a, ditto, but with James Patent Bracket Two-speed Gear . . .	£14 : 13 : 0	1 : 6 : 11





The JAMES Tandem. No. 22

THIS is unquestionably the finest Tandem Model in the world. Light, easy to propel, and reliable throughout, it makes a luxurious and ideal touring mount

FRAME	24in. Front (Gent's), 23in. Back, or to order
WHEELS	28in. by 1 $\frac{3}{4}$ in.
GEAR	72in.
CHAIN	$\frac{1}{2}$ in. pitch roller
HANDLE-BARS	As illustrated
FREE WHEEL	James
BRAKES	James Front and Rear Rim
SADDLE	Brooks, or Lycett L19 plated, twisted three-coil
TYRES	Dunlop Tandem, 1 $\frac{3}{4}$ in.
FINISH	Black Enamel, lined green and gold

NOTE.—With Free Wheel device for Ladies, £1 : 10 : 0 extra.

PRICES

	Net Cash	12 Monthly Instalments
No. 22, as specified above	£18 : 18 : 0	1 : 14 : 0
No. 35, ditto, but Two Gent's	£16 : 16 : 0	1 : 10 : 6
No. 36, ditto, but Lady's and Gent's Tricycle	£25 : 0 : 0	2 : 5 : 0



EXTRAS

James Bracket Two-Speed Gear, where not specified	0 15 0
Three-speed Hub, where not specified.	1 0 0
Metal Gear Case to Lady's instead of Chain Cover	0 6 0
Metal Gear Case to Lady's instead of Leatherette Gear Case	0 5 0
Metal Gear Case to Gent's Cycle, where not specified	0 10 0
Fixed Oil Bath Gear Case, where not specified	1 15 0
Detachable Oil Bath Gear Case, where not specified	1 2 6
Height of Frames other than those listed	0 5 0
Coaster Hub to any Models	0 7 6

GEAR TABLE

This Gear Table applies approximately to Three-speed, Two-speed, and Single-speed Gears. If Single-speed Gear is required the columns marked "Normal" only apply. If a Two-speed Gear is required the columns marked "Normal" and "Low" apply.

GEARS FOR 26-IN. WHEELS.

No. of Teeth on Hub Cog	No. of Teeth on Crank Chain Wheel - $\frac{1}{2}$ in. Pitch.								
	44			48			52		
	Low	Normal	High	Low	Normal	High	Low	Normal	High
18	47	63	84	52	69	92	56	75	103
20	43	57	76	46	62	83	50	67	89

GEARS FOR 28-IN. WHEELS.

No. of Teeth on Hub Cog	No. of Teeth on Crank Chain Wheel - $\frac{1}{2}$ in. Pitch.								
	44			48			52		
	Low	Normal	High	Low	Normal	High	Low	Normal	High
18	51	68	91	56	74	99	60	80	107
20	46	61	82	50	67	89	54	72	97



TERMS OF BUSINESS.

PRICES.—All prices in this list are subject to alteration without notice.

ORDERS.—It will facilitate business if customers will kindly supply all particulars required at the time of ordering. We reserve the right to decline any order, whether sent direct to us, or otherwise, at our absolute discretion.

PAYMENT.—All orders received from customers not having a ledger account must be accompanied with a deposit of not less than £2 for each machine, the remainder to be paid on receipt of invoice advising that goods are ready. Cheques to be made payable to the James Cycle Co., Ltd., and crossed.

FORWARDING.—Goods are sent passenger train, owner's risk, and carriage must be paid by purchaser. The goods should be carefully examined, and if damaged, signed for accordingly, and a claim for the amount immediately made on carrier.

ACCOUNTS.—All accounts are payable either on delivery, at our depots when the goods are delivered to customers from our depots, or at our Head Office at Gough Road, Greet, Birmingham. We have no "journey accounts," but our travellers are authorised to collect moneys and give receipts.

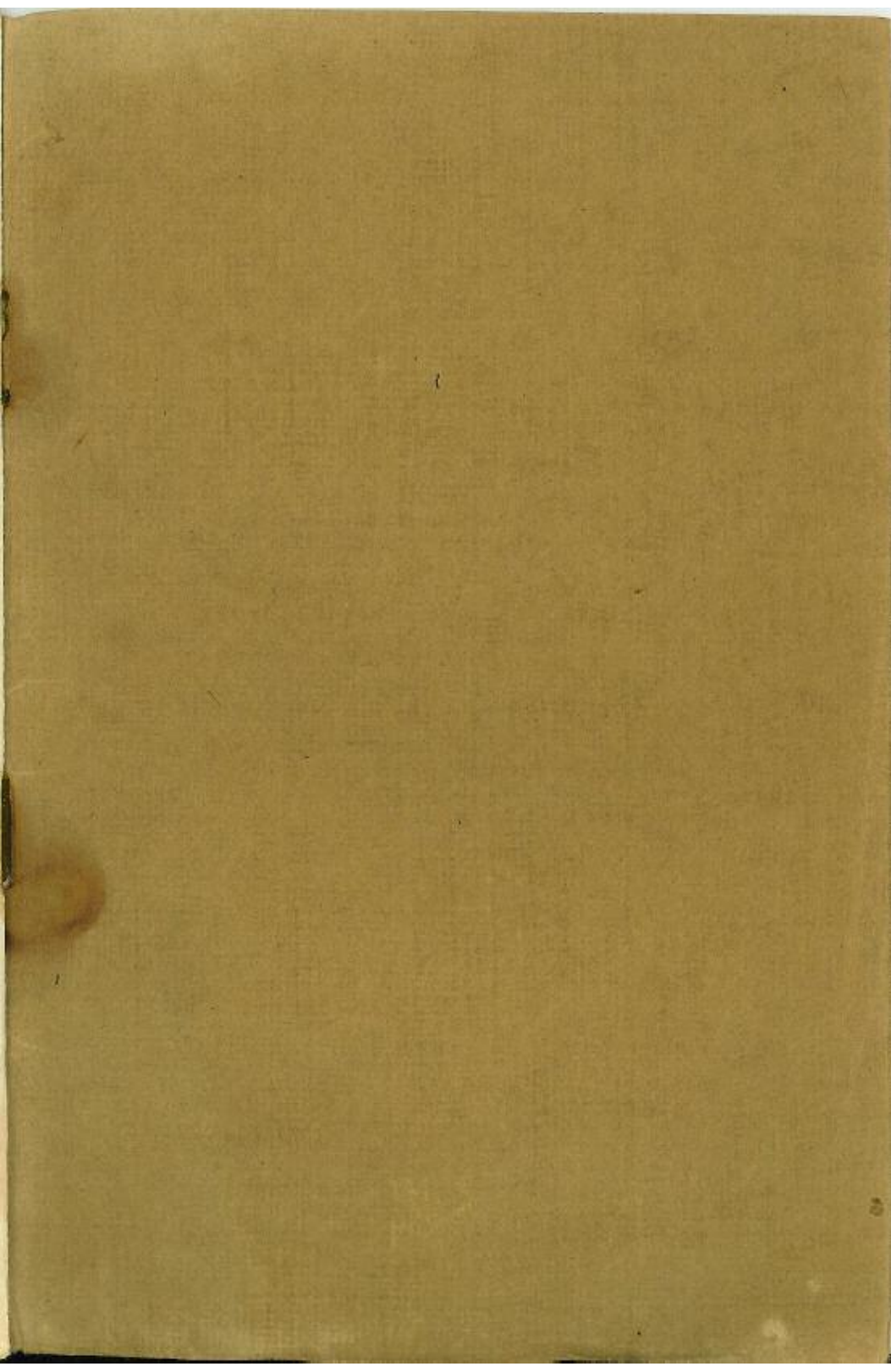
DELIVERY.—To facilitate delivery large stocks are held at our depots in London and Dublin. No claim for non-delivery can be entertained; everything possible will be done to ensure prompt despatch, but no guarantee is given or implied.

PACKING.—We will pack bicycles in crates at a nominal charge of 2/6 for one machine, 3/- two or three machines. Tricycle Crates 3/6. If crates are returned to us no allowance will be made.

SHIPMENT.—Closed cases for shipment, etc. For one bicycle 12/-, and 3/- additional for every machine.

REPAIRS AND SUNDRIES.—THESE CANNOT BE BOOKED, our terms being net cash on receipt of *pro forma* invoice. Machines or parts for repair must be sent CARRIAGE PAID, AND THE NAME OF THE SENDER ATTACHED, or they CANNOT BE RECEIVED. Full instructions, with advice as to mode of despatch, should be posted the same day. Before forwarding machines, it is advisable to remove all easily detached fittings, such as lamp, bell, etc., as these often get lost in transit. When ordering sundries, customers are respectfully requested to send, if possible, an exact pattern of what they require—failing this, a rough sketch; but in any case machine number must be quoted. Please mark communications "Repairs and Sundries."





1908

1894



1897



INTERNATIONAL
AWARDS

THE JAMES CYCLE CO., LTD.

(ESTABLISHED 1869.)

Telephones:

128 Victoria Works
509 Midland, Birmingham
Show Room
1214 Central Post Office, London

London &
Birmingham

Telegrams:

"Bicycles, Birmingham"
"Jacoycon, London"

Head Offices and Works:

GOUGH ROAD, GREET, BIRMINGHAM

DEPOTS:

LONDON 140, Southampton Row, W.C.
BIRMINGHAM 9, Broad Street Corner.
IRISH DEPOT . . 27, South Anne Street, Dublin.

(Wholesale only).

