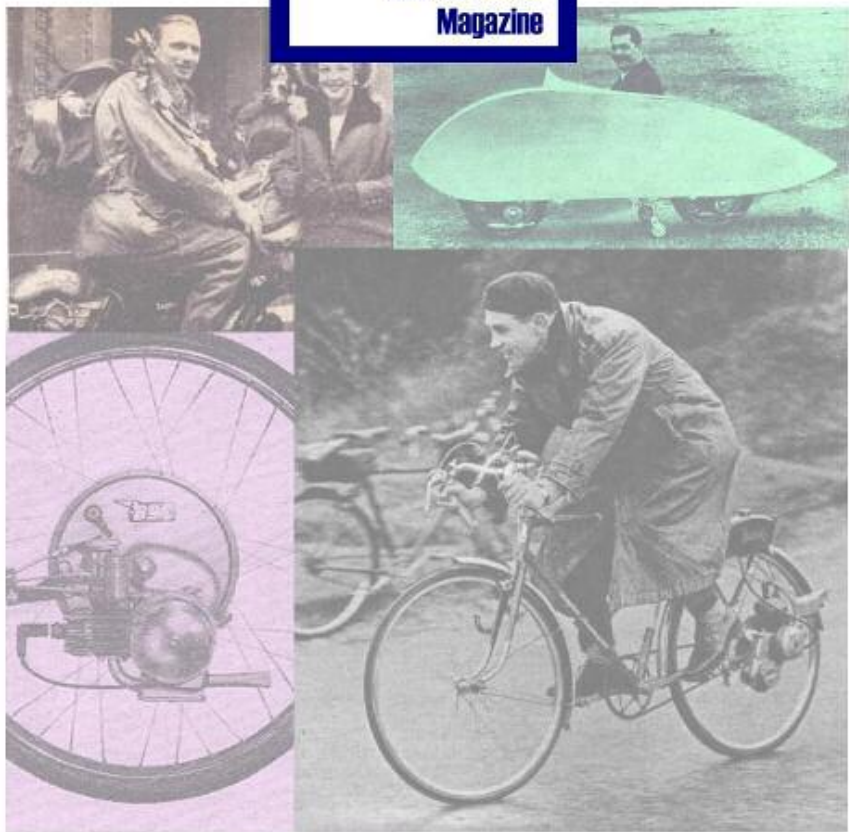


IceniCAM Information Service



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Estab^d 1870

**DISTINCTIVE
IN DESIGN**



**DEPENDABLE
IN SERVICE**

The Famous
JAMES
CYCLES

Geo. L. JULYAN
48, COWGATE,
BIRMINGHAM

SEE THE BICYCLE WITH THE GOLDEN RING

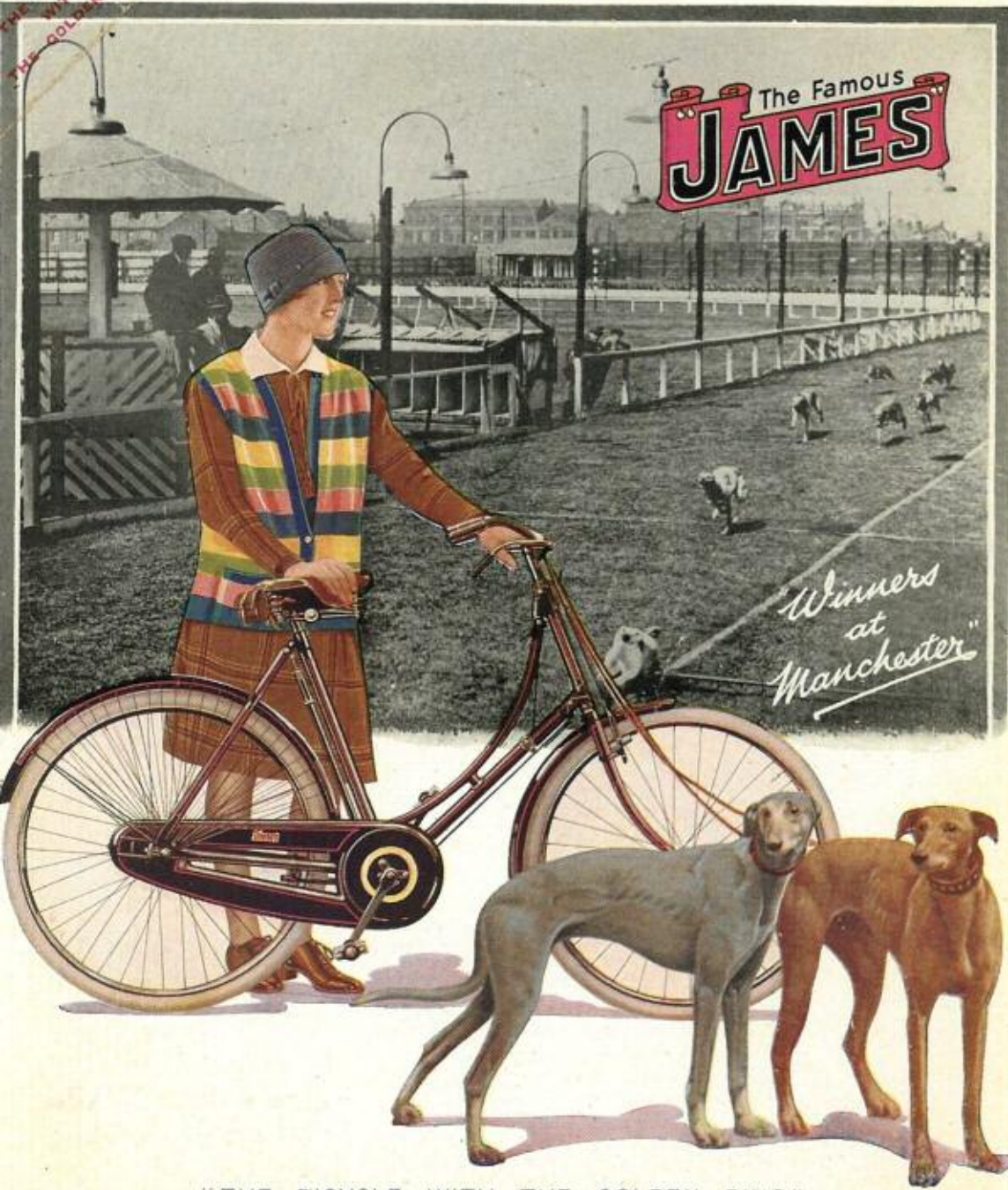


THE JAMES CYCLE CO. LTD.

Head Office & Works:
BIRMINGHAM

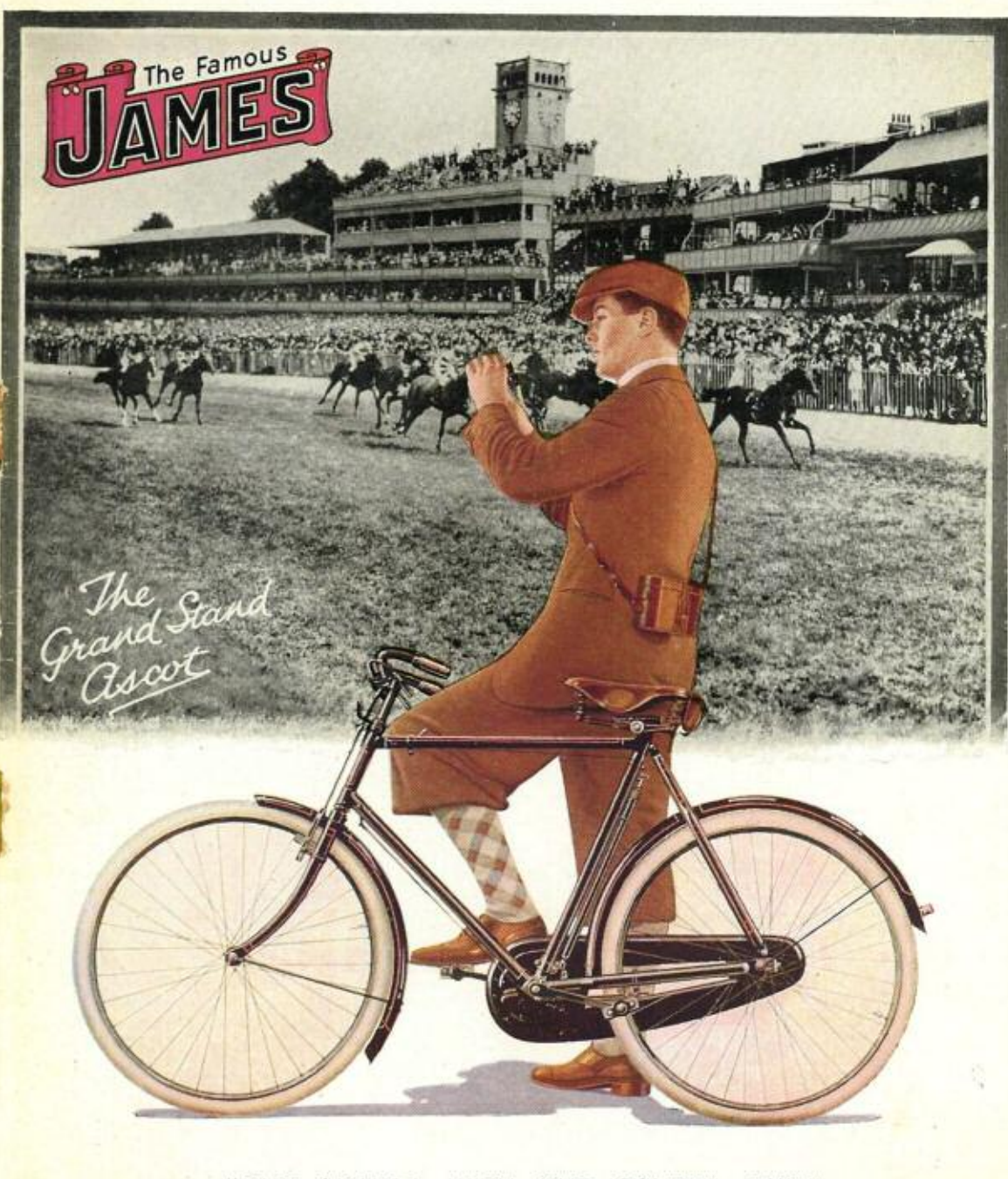
London Showrooms: 21 & 22
HOLBORN VIADUCT E.C.

SEE BICYCLE WITH THE GOLDEN RING



"THE BICYCLE WITH THE GOLDEN RING"

THE JAMES ROYAL TWO-SPEED BICYCLE No. 20



"THE BICYCLE WITH THE GOLDEN RING"

THE JAMES ROYAL TWO-SPEED BICYCLE No. 21

THE JAMES ROYAL TWO-SPEED

Patent No. 3967/28.

"THE BICYCLE WITH THE GOLDEN RING"

is fitted with a "James" Patent Two-speed gear which fulfils every demand made by the rider on any kind of road.

The normal or top gear enables the rider to travel at a rapid speed on the level, while the second or power gear provides all that is necessary to make climbing any ordinary hill an easy task, and with the use of the free wheel for down hill the triple combination gives all the comfort and ease that the most exacting cyclist can desire.

The "James" Patent Two-speed Gear is far superior to a complicated three-speed gear, because:-

- (1) It is simplicity itself and cannot get out of order.
- (2) It is much easier for the rider to operate.
- (3) It renders a third gear unnecessary.
- (4) It has in actual practice proved itself far more efficient than a complicated three-speed gear.
- (5) The weight is in the correct place, and does not interfere with the "liveliness" of the bicycle.
- (6) It is not an experiment.
- (7) It is thoroughly well made and practically everlasting.

The "James" Two-speed Gear is the James Cycle Co.'s own Patent, and is fully guaranteed by them. It is only fitted to "James" Bicycles, and is manufactured throughout in their own works.

Its popularity is proved by the thousands already sold.

You have only to ride a famous "James," the bicycle with the Golden Ring, to realise the real pleasure of Cycling.

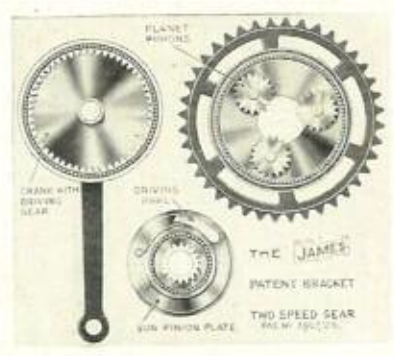
SPECIFICATION

LADY'S MODEL

FRAME ..	Low-built of best Weldless High Carbon Steel Tube, 22 in., and 24 in. sizes.
WHEELS ..	26 x 1 1/2 in., Enamelled Black, Lined Red.
HUBS ..	James Patent Stud, Straight Pull Spokes.
TYRES ..	Dunlop Full Roadster.
BRAKES ..	James Front and Rear Rim, with Brazed Fittings throughout, simple and efficient adjustment.
SADDLE ..	Brooks' B75, Three-coil, Enamelled Springs.
CHAIN ..	Hans Renold, 1/2 x 1/4 in.
TWO-SPEED GEAR ..	James (Patent No. 3967/28) Improved Two-speed, giving reduction of 25 per cent. from normal to power gear, Standard Gears 64 and 47.
GEARCASE ..	James Registered Oil-bath, detachable from frame.
PEDALS ..	Divided Rubber.
MUDGUARDS ..	Deep and Wide Car Section, with Deep Valance to Front and Rear.
FREE WHEEL ..	James Best Quality, Full Ball-Bearing.
HANDLEBAR ..	As illustrated, covered with Celluloid to Brazed Brake lugs.
FINISH ..	All-weather Finish Throughout. Brilliant All-Black Enamel on Rust-proofed surface, Lined Fine Red.
EQUIPMENT ..	Toolbag, necessary Spanners, Oiler, Celluloid Inflator, approved Rear Reflector.

£8 : 0 : 0 net cash

Easy Payment Terms - 12 Payments of 16/- each.



The illustration shows the "James" Patent Bracket Two-speed Gear taken apart to show the extreme simplicity of the mechanism. There is nothing fragile and liable to go wrong or break included in its design. On the normal or top gear, the gear revolves solid on the usual bracket axle bearings, no extra mechanism being in use. On the low or power gear, all parts are running on ball bearings, as illustrated above.

SPECIFICATION

GENT'S MODEL

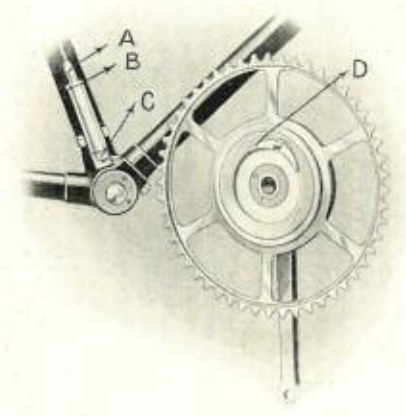
FRAME ..	Low-built of best Weldless High Carbon Steel Tube, 22 in., 24 in., and 26 in. sizes.
WHEELS ..	26 x 1 1/2 in., Enamelled Black, Lined Red.
HUBS ..	James Patent Stud, Straight Pull Spokes.
TYRES ..	Dunlop Full Roadster.
BRAKES ..	James Front and Rear Rim, with Brazed Fittings throughout, simple and efficient adjustment.
SADDLE ..	Brooks' B75, Three-coil, Enamelled Springs.
CHAIN ..	Hans Renold, 1/2 x 1/4 in.
TWO-SPEED GEAR ..	James (Patent No. 3967/28) Improved Two-speed, giving reduction of 25 per cent. from normal to power gear, Standard Gears 72 and 54.
GEARCASE ..	James Registered Oil-bath, detachable from frame.
PEDALS ..	Divided Rubber.
MUDGUARDS ..	Deep and Wide Car Section, with Deep Valance to Front and Rear.
FREE WHEEL ..	James Best Quality, Full Ball-Bearing.
HANDLEBAR ..	As illustrated, covered with Celluloid to Brazed Brake lugs.
FINISH ..	All-weather Finish Throughout. Brilliant All-Black Enamel on Rust-proofed surface, Lined Fine Red.
EQUIPMENT ..	Toolbag, necessary Spanners, Oiler, Celluloid Inflator, approved Rear Reflector.

£7 : 15 : 0 net cash

Easy Payment Terms - 12 Payments of 15/6 each.

The "James" Improved Bracket Two-speed Gear (Patent No. 3967/28).

"The greatest advance made in recent years for the benefit of cyclists."



The Gear that takes the "Push" out of Cycling.

THE JAMES ROYAL TWO-SPEED

Patent No. 3967/28.

"THE BICYCLE WITH THE GOLDEN RING"



View showing the "James" Patent Bracket Two-speed Gear assembled on bracket axle, showing that no extra width of tread is involved: the top illustration shows the control lever—as easy to use as ringing a bell.

We recommend that changing gear be effected either when pressure on the pedals is relaxed or when free-wheeling.

The illustration shows the Bracket Gear detached from the axle, and the letters show the various parts which are affected when the gear is fitted, or when adjustment is necessary.

The Trip "C" controls the driving Pawl "D." When the normal gear is in use, this driving Pawl "D" is in engagement with a rack cut in the chain wheel, and the whole gear drives solid just like an ordinary chain wheel, but when the low gear is required the trip "C" depresses the Pawl "D" and brings the low gear into action.

When adjustment is necessary the gear should be in normal position, the nut "A" should be slacked off, and nut "B" screwed down until the trip "C" clears the Pawl "D" by about 1/2 in. Afterwards the nut "A" should be locked to nut "B," and any slack in the operating cable taken up by slightly moving the clip along the top tube.

DISTINCTIVE IN DESIGN | DEPENDABLE IN SERVICE

THE JAMES CYCLE COMPANY, LTD.

Head Office and Works - GREET, BIRMINGHAM

Most Famous
"JAMES"



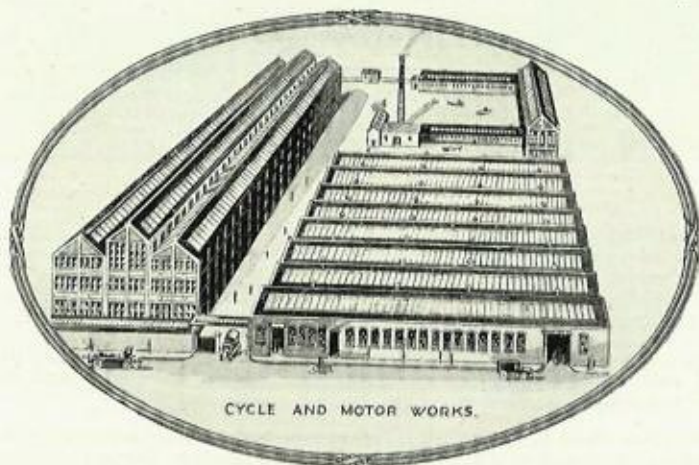
Before purchasing your Bicycle, we ask you to carefully peruse this Catalogue, which contains a full range of Bicycles of the highest grade, built to suit every type of rider, at prices which are the lowest possible consistent with the use of materials of the highest grade and workmanship of the best class. James Bicycles are not "push-bikes." They require very little effort to propel for the reason that they are carefully and truly built in true and permanent alignment. Your cycling will remain a lasting pleasure if you ride a James Bicycle.

Dealers throughout the world will supply.

FULL RANGE ALWAYS ON VIEW AT OUR

LONDON SHOWROOMS: 21/22, Holborn Viaduct, E.C.1

THE FAMOUS JAMES CYCLES



CYCLE AND MOTOR WORKS.

MANUFACTURED SOLELY BY
THE JAMES CYCLE CO. LTD.
GREET, BIRMINGHAM

Telephone : 129 Victoria.

Telegrams : "Bicycles, Birmingham."

LONDON SHOWROOMS :
21 & 22, HOLBORN VIADUCT, E.C.1

Telephone : 1914 Central and
7449 City.

Telegrams :
"Jacycoc, London."

DUBLIN DEPOT - 106/107, MID. ABBEY STREET

Telephone : 1764 Dublin.

Telegrams : "Huet, Dublin."



IN introducing our latest range of Cycles, it is our desire to convince the reader of their outstanding value. Our long and continuous connection with Cycle making is as old as the pastime itself, and the rider of a "James" machine is assured that he has the advantage of such experience, which accumulates in an organisation where only the BEST of everything is used.

It is now, as always, our policy to produce *quality* machines, built up to a high standard rather than *quantity* machines built down to a low and doubtful economic price by so-called mass production methods.

The models described herein cover a full range, from Juvenile machines through a comprehensive series of Ladies' and Gents' Models, to the superb Model-de-Luxe, which is without doubt the finest bicycle manufactured. The requirements of Tricycle and Tandem riders are also adequately provided for.

We would direct the reader's special attention to the Two-speed Bicycle (The Machine with the "Golden Ring"), which is fully described on the inner pages of the cover. There is no doubt this is the *greatest Bicycle value ever offered to the Public*.

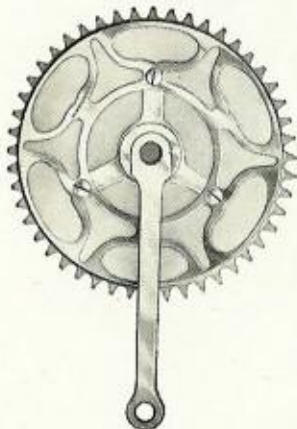
A resumé of our productions would not be complete without reference to our "Ace" series of Road Racing Bicycles and Lightweights. The success of many riders, both professional and amateur, who have chosen one of these popular types, testify to their particular merit for touring or road and path racing purposes, and we unhesitatingly recommend them to the discriminating cyclist who appreciates the finer points of a really high-grade machine.

We have always been proud of the fact that "James" productions are "James" through and through. Every part of every machine is designed and made in our own works, and the high reputation for consistent quality during the past fifty years is due to the care and thoroughness of our manufacturing methods from start to finish.

We particularly draw your attention to our very fully equipped London Show-rooms, 21-22, Holborn Viaduct, E.C., where a full range of all our latest models may be seen.

SPECIAL JAMES FEATURES

Details by which the James excels



JAMES

Chain Wheel.

(Registered Design.)

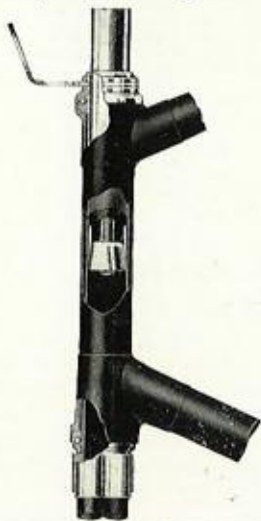
One of the most arresting features of a "James" bicycle is the Chain Wheel. Apart from its attractive design, it will be noticed that it is light, rigid, and strong. The utmost care has been expended on making it a smooth working component, as it is the primary unit in the transmission of the rider's power. All "James" Chain Wheels have their teeth cut accurately by milling with the correct form cutter—not pressed out, as is usual with cheap chain wheels.

JAMES

Patent Oil-retaining Stud Hubs.

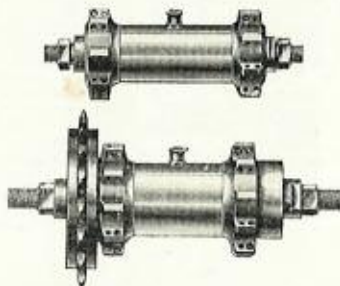
The Stud Hubs, as illustrated, obtainable only on "James" machines, are fitted to Standard

Models and upwards. The straight spoke, which eliminates the bend of the spoke at the head, provides a direct tangential pull from the hub to the rim. This ensures a wheel of extreme rigidity, and provides absolutely direct tension on each spoke, ensuring a true wheel at all times. The bearings are oil-retaining and dustproof, of best possible material and design.



JAMES

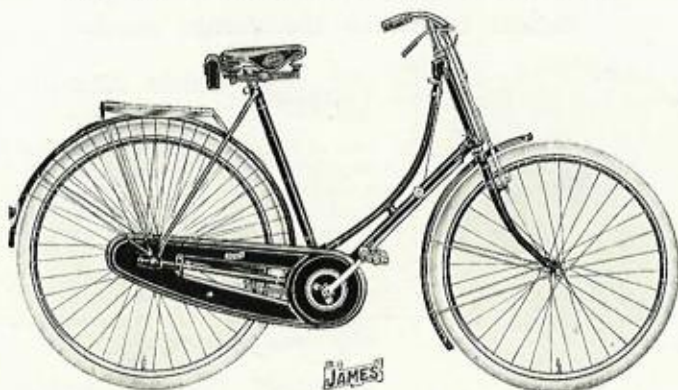
Head Set



The head set here illustrated is standard throughout the "James" range. It has a distinctive neatness all its own, whilst its mechanical efficiency is beyond reproach. The section also shows clearly the method of adjusting the handlebar to suit the individual rider.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

LADY'S MODEL-DE-LUXE ROADSTER



Model No. 13

SPECIFICATION :

FRAME..	..	Low built, 22 in., 24 in., and 26 in. Built with best Butt-ended Weldless High Carbon Steel Tube, correctly mitred at joints. 28 in. x 1 1/2 in., Black Centres, Lined Gold.
WHEELS	..	James Patent Stud, straight-pull spokes, double-butted.
HUBS	..	Dunlop, "Fort Dunlop" (Translucent), 28 in. x 1 1/2 in.
TYRES	..	James Patent Bracket Two-speed Gear, or Three-speed Hub Gear to order.
GEAR	..	James Special Full Ball-Bearing.
FREE WHEEL	..	Hans Renold, 1/2-in. Pitch Roller, running in Oil-bath Gear Case.
CHAIN	..	James Registered Oil-bath. Detachable from frame.
GEAR CASE	..	Raised as illustrated, or option, with Brazed Brake Lugs.
HANDLEBAR	..	James Front and Rear Rim, with Brazed attachments to Frame; simple and efficient adjustment for wear.
BRAKES	..	Lady's Brooks, B85.
SADDLE	..	Best quality Steel Car Section, with Double Stays.
MUDGUARDS	..	James Aluminium.
REAR CARRIER	..	James Solid Centre Divided Rubbers.
PEDALS	..	Square Toolbag and necessary Spanners, Oiler, large Celluloid Inflator. Approved Rear Reflector.
EQUIPMENT	..	Black Enamel, on rust-proofed surface, lined fine burnished Gold. Usual parts heavily Nickel-plated on Copper, or All-Black All-Weather Finish throughout optional.
FINISH..	..	

Price £12 : 12 : 0 net cash

Easy Payment Terms - 12 Payments of **£1 5 0**.

This bicycle is of the highest possible grade, requiring a minimum of attention and physical effort to ride. Of distinctive design and superb finish with perfect equipment it typifies the height of refinement in cycle construction. This model is designed to meet the demand of discriminating riders for a machine where material and workmanship of the best quality is essential.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

GENTLEMAN'S MODEL-DE-LUXE ROADSTER



Model No. 12

SPECIFICATION :

FRAME...	...	Low built, 22 in., 24 in., and 26 in. Built with best Butt-ended Weldless High Carbon Steel Tube, correctly mitred at joints. 28 in. x 1 1/2 in., Black Centres, Lined Gold.
WHEELS	...	James Patent Stud, straight-pull spokes, double-buttend.
HUBS	Dunlop, "Fort Dunlop" (Translucent), 28 in. x 1 1/2 in.
TYRES	James Patent Bracket Two-speed Gear, or Three-speed Hub Gear to order.
GEAR	James Special Full Ball Bearing.
FREE WHEEL	...	Hans Renold, 1/2-in. Pitch Roller, running in Oil-bath Gear Case.
CHAIN	James Registered Oil-bath. Detachable from frame.
GEAR CASE	Raised as illustrated, or option, with Brazed Brake Lugs.
HANDLEBAR...	...	James Front and Rear Rim, with Brazed attachments to Frame; simple and efficient adjustment for wear.
BRAKES	...	Brooks B90/1.
SADDLE	...	Best quality Steel Car Section, with Double Stays.
MUDGUARDS	...	James Aluminium.
REAR CARRIER	...	James Solid Centre Divided Rubbers.
PEDALS	Square Toolbag and necessary Spanners, Oiler, large Celluloid Inflator. Approved Rear Reflector.
EQUIPMENT...	...	Black Enamel, on rust-proofed surface, lined fine burnished Gold. Usual parts heavily Nickel-plated on Copper, or All-Black All-Weather Finish throughout optional.
FINISH...	...	

Price £12 : 12 : 0 net cash

Easy Payment Terms - - 12 Payments of **£1 : 5 : 0**

This model is supreme for quality, and the frame is of special design. It is built with a low bracket to provide a low and easy riding position. The rear portion is built from tapered tubes, and has a solid seat cluster set. This model may also be supplied with 26-in. wheels and low-built diamond frame, making a very desirable low-built full roadster of minimum weight.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

LADY'S IMPERIAL LIGHTWEIGHT



Model No. 11.

SPECIFICATION :

FRAME...	...	Low built, 20 in., 21 in., 22 in., 23 in., and 24 in. Special Light Type, with Parallel Top Tube, Round Section tapered Front Fork, Seat Stays, Brazed at Seat Lug. Usual curved Top Tube can be supplied if ordered.
WHEELS	...	26 in. x 1 1/4 in. "Endrick" Steel Rims.
TYRES	Dunlop or Constrictor, Road Racing, 26 in. x 1 1/4 in.
HUBS	James Patent Stud, Straight Pull, 16/18 Gauge Spokes, Laced and Soldered at Crossings.
HANDLEBAR...	...	Raised Pattern Forward V or optional.
BRAKES	James Front and Rear Caliper Rim, quickly detachable.
GEAR	Chain Wheel, Flanged Pattern, detachable from Crank. Bracket Two-speed, £1 extra.
CRANKS	6 1/2 in. or 7 in., to order.
CHAIN	Haus Renold, 1/4-in. Pitch Roller.
SADDLE	Brooks B10, Enamelled, or Resilion Model to order.
MUDGUARDS	...	Narrow Section, Steel.
EQUIPMENT	...	Toolbag and necessary Spanners, Oiler, large Celluloid Inflator. Approved Rear Reflector.
FINISH...	...	Four Coats of Black Enamel. Bright Parts heavily Nickel-plated. Gold leaf head, no lines.

Price £10 : 10 : 0 net cash

Easy Payment Terms - - 12 Payments of **£1 : 1 : 0**

This model is produced as light as possible with all necessary fittings, but additional equipment such as speed gears, etc., are dispensed with. These, however, may be fitted if desired. The conventional curved top tube can be supplied if required without extra charge. This model is specially recommended as a light tourist's machine.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

GENTLEMAN'S IMPERIAL LIGHTWEIGHT



Model No. 10

SPECIFICATION :

FRAME...	...	Low built, 20 in., 21 in., 22 in., 23 in., and 24 in. Special Light Type, with Parallel Top Tube, Round Section tapered Front Fork, Seat Stays, Brazed at Seat Lug.
WHEELS	...	26 in. x 1 1/4 in. "Endrick" Steel Rims.
TYRES	Dunlop or Constrictor, Road Racing, 26 in. x 1 1/4 in.
HUBS	James Patent Stud, Straight Pull, 16/18 Gauge Spokes, Laced and Soldered at Crossings.
HANDLEBAR...	...	Raised or Flat Pattern Forward V or North Road optional.
BRAKES	...	James Front and Rear Caliper Rim, quickly detachable.
GEAR	Chain Wheel, Flanged Pattern, detachable from Crank. Bracket Two-speed, £1 extra.
CRANKS	...	6 1/2 in. or 7 in., to order.
CHAIN	Hans Renold, 1/2 in. Pitch Roller.
SADDLE	...	Brooks B10, Enamelled, or Resilion Model to order.
MUDGUARDS	...	Narrow Section, Steel.
EQUIPMENT...	...	Toolbag and necessary Spanners, Oiler, large Celluloid Inflator. Approved Rear Reflector.
FINISH...	...	Four Coats of Black Enamel. Bright Parts heavily Nickel-plated. Gold leaf head, no lines.

Price £10 : 10 : 0 net cash

Easy Payment Terms - - 12 Payments of £1 : 1 : 0

These models are designed to meet the modern demand for a really light, low-built roadster, which embodies all those essential details necessary for the comfort and convenience of the cyclist who from experience knows what is required in a high-grade lightweight. The C.T.C. rider will find this model to include all those features which have earned the approbation of "real cyclists."

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

LADY'S STANDARD ROADSTER



Model No. 8

SPECIFICATION :

FRAME...	...	22 in., 24 in. and 26 in. sizes, built of best Weldless Steel Tube.
WHEELS	...	28 in. x 1 1/4 in. Enamelled Centres, lined Red.
HUBS	...	James Patent Stud Pattern. Straight pull tangent Spokes.
TYRES	...	Dunlop roadster, 28 in. x 1 1/4 in.
HANDLEBAR...	...	Raised as illustrated, with Brazed Plate Brake Lugs.
BRAKES	...	James Front and Rear Rim with Brazed Fittings on Frame and Fork.
SADDLE	...	Brooks B75 or Lycett L19 Three-coil Enamel Springs.
GEAR	...	63 in. 6 1/2 in. Cranks. Bracket Two-speed, £1 extra.
FREE WHEEL	...	James Full Ball Bearing.
CHAIN	...	Hans Renold, 1/4 in. Pitch.
PEDALS	...	James Divided Rubber.
GEAR CASE	...	Full Metal detachable, as illustrated.
MUDGUARDS	...	Double Stay Pattern, Car Section.
EQUIPMENT...	...	Toolbag and necessary Spanners, Oiler, Celluloid Inflator, Approved Rear Reflector.
FINISH...	...	Best Black Enamel on rust-proofed surface, Lined fine Gold, Bright Parts heavily Nickel-plated. All-Black All-Weather finish optional.

Price £7 : 5 : 0 net cash

Easy Payment Terms 12 Payments of 14/6

The lady cyclist can find no better value for money than is offered in the James "Standard" Bicycle. "James Quality"—perfect workmanship and finish, at a price which places it within reach of most bicycle buyers, it may be relied upon as a perfect first quality light running machine at a very reasonable price.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

GENTLEMAN'S STANDARD ROADSTER



Model No. 7

SPECIFICATION :

FRAME...	22 in., 24 in. and 26 in. sizes, built of best Weldless Steel Tube.
WHEELS ...	28 in. x 1 1/4 in. Enamelled Centres, lined Red.
HUBS ...	James Patent Stud Pattern. Straight pull tangent Spokes.
TYRES ...	Dunlop roadster, 28 in. x 1 1/4 in.
HANDLEBAR...	Raised, as illustrated, with Brazed Plate Brake Lugs.
BRAKES ...	James Front and Rear Rim, with Brazed Fittings on Frame and Fork.
SADDLE ...	Brooks B75 or Lycett L19 Three-coil Enamel Springs.
GEAR ...	Gent's 68 in. 7 in. cranks. Bracket Two-speed, £1 extra.
FREE WHEEL	James Full Ball Bearing.
CHAIN ...	Hans Renold, 1/2 in. Pitch.
PEDALS ...	James Divided Rubber.
MUDGUARDS	Double Stay Pattern, Car Section.
EQUIPMENT...	Toolbag and necessary Spanners. Oiler, Celluloid Inflator. Approved Rear Reflector.
FINISH...	Best Black Enamel on rust-proofed surface, Lined fine Gold, Bright Parts heavily Nickel-plated. All-Black All-Weather finish optional.

Price £6 : 17 : 6 net cash

Easy Payment Terms

12 Payments of 13/9

The specification of this model includes all the standard James features such as stud hubs, straight tangent spokes, etc. For those who require a perfectly free-running, strong and reliable machine, in which all equipment and fittings are of the highest standard quality, at a reasonable figure, there is no machine which can compare with "The James Standard."

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

LADY'S COMET ROADSTER



Model No. 32

SPECIFICATION :

FRAME...	...	22 in., 24 in., and 26 in. Built of best quality Weldless Steel Tube.
WHEELS	...	28 in. x 1 1/4 in., Enamelled Centres, Lined Red.
HUBS	...	James Flanged Pattern.
TYRES	...	Dunlop roadster, 28 in. x 1 1/4 in.
HANDLEBAR...	...	As illustrated, with Brazed Plate Brake Lugs.
BRAKES	...	Rolling Lever, Front and Rear Rim.
SADDLE	...	Brooks or Lycett Three-coil Enamelled Springs.
GEAR	...	Lady's 63 in. 6 1/2 in. cranks. Bracket Two-speed, £1 extra.
FREE WHEEL	...	Full Ball Bearing.
CHAIN	...	1/2-in. Pitch Roller.
GEAR CASE	...	Leatherette, with Celluloid Panels, or Plain Metal Chain Cover.
MUDGUARDS	...	Single Stay Pattern.
EQUIPMENT...	...	Toolbag and necessary Spanners, Oiler, Celluloid Inflator and Clips. Approved Rear Reflector.
FINISH...	...	Black Enamel, Lined Bronze and Red, Bright Parts Plated. All-Black All-Weather finish optional.

Price £5 : 17 : 6 net cash

Easy Payment Terms

12 Payments of 11/9

Though offered at a very low price, we can recommend this machine with perfect confidence for those who require a perfectly free-running, strong and reliable bicycle at a low figure. There is no machine to compare with "The James Comet" for quality of specification and value for money.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

GENTLEMAN'S COMET ROADSTER



Model No. 31

SPECIFICATION :

FRAME...	...	22 in., 24 in., and 26 in. Built of best quality Weldless Steel Tube.
WHEELS	...	28 in. x 1 1/4 in., Enamelled Centres, Lined Red.
HUBS	...	James Flanged Pattern.
TYRES	...	Dunlop roadster, 28 in. x 1 1/4 in.
HANDLEBAR...	...	As illustrated, with Brazed Plate Brake Lugs.
BRAKES	...	Rolling Lever, Front and Rear Rim.
SADDLE	...	Brooks or Lycett Three-coil Enamelled Springs.
GEAR	...	Gent's 68 in. 7 in. cranks. Bracket Two-speed, £1 extra.
FREE WHEEL	...	Full Ball Bearing.
CHAIN	...	1/2-in. Pitch Roller.
MUDGUARDS	...	Single Stay Pattern
EQUIPMENT...	...	Toolbag and necessary Spanners, Oiler, Celluloid Inflator and Clips. Approved Rear Reflector.
FINISH...	...	Black Enamel, Lined Bronze and Red, Bright Parts Plated. All-Black All-Weather finish optional.

Price £5 : 10 : 0 net cash

Easy Payment Terms - - - 12 Payments of 11/-

The buyer who desires a strong and reliable cycle will secure excellent service from the James "Comet" models, as they are built with the same care and precision as other James models, and of excellent quality materials. The equipment includes fitments of good quality, which may be relied upon for hard service.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

STANDARD LIGHT ROADSTER



Model No. 9

SPECIFICATION :

FRAME...	...	23 and 25 in. sizes, built of best Weldless Steel Tube.
WHEELS	26 in. x 1 1/4 in. Enamelled Centres, lined Red.
HUBS	James Patent Stud Pattern. Straight pull tangent Spokes.
TYRES	Dunlop roadster, 26 in. x 1 1/4 in.
HANDLEBAR...	...	Raised, as illustrated, with Brazed Brake Lugs. North Road Drop Bar optional.
BRAKES	James Front and Rear Rim, with Brazed Fittings on Frame and Fork.
SADDLE	Brooks B18 Enamel Springs.
GEAR	69 in. 7 in. Cranks. Bracket Two-speed, £1 extra.
FREE WHEEL	...	James Full Ball Bearing.
CHAIN	Hans Renold, 1/8 in. Pitch.
PEDALS	James Rat Trap.
MUDGUARDS	...	Double Stay Pattern, Car Section.
EQUIPMENT...	...	Toolbag and necessary Spanners, Oiler, Celluloid Inflator. Approved Rear Reflector.
FINISH...	...	Best Black Enamel on rust-proofed surface, Lined fine Gold, Bright Parts heavily Nickel-plated.

Price £6 : 17 : 6 net cash

Easy Payment Terms - - - 12 Payments of 13/9

This model is offered in two forms, either as illustrated above with a sloping top rail or built with a parallel top rail and low-built bracket. In this latter form it makes a very attractive mount of the "Cob" type, which will be much appreciated by riders who use their machines in traffic. All the usual standard James equipment is incorporated in this model.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

COMET LIGHT ROADSTER



Model No. 33

SPECIFICATION :

FRAME	23 in. and 25 in. Built of best quality Weldless Steel Tube.
WHEELS	26 in. x 1½ in., Enamelled Centres, Lined Red.
HUBS	James Flanged Pattern.
TYRES	Dunlop roadster, 26 in. x 1½ in.
HANDLEBAR		As illustrated, with Brazed Plate Brake Lugs. North Road Drop Bar optional.
BRAKES	Rolling Lever, Front and Rear Rim.
SADDLE	Brooks or Lycett Enamelled Springs.
GEAR	69 in. 7 in. Cranks. Bracket Two-speed, £1 extra.
FREE WHEEL		Full Ball Bearing.
CHAIN	½-in. Pitch Roller.
PEDALS	Rat Trap.
MUDGUARDS		Single Stay Pattern.
EQUIPMENT	Toolbag and necessary Spanners, Oiler, Celluloid Inflator and Clips. Approved Rear Reflector.
FINISH	Black Enamel, Lined Bronze and Red, Bright Parts Plated.

Price £5 : 10 : 0 net cash

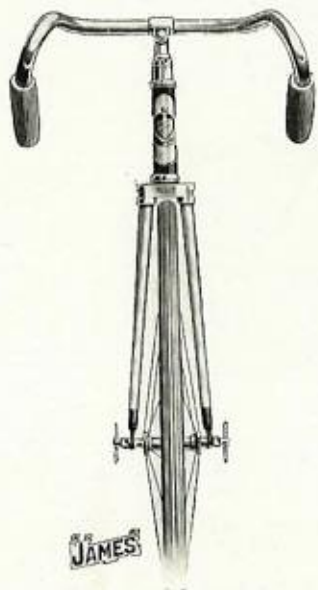
Easy Payment Terms 12 Payments of 11/-

The machine illustrated above substantially follows the same specification as the "Comet" Roadster, illustrated on page 11, but it is built with a sloping top rail and 26 in. wheels. As an alternative it can be supplied with a North Road drop bar. It is a very popular type for those who desire a light-running Light Roadster with good hard-wearing qualities.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

SPECIAL FEATURES OF ACE MODELS

Front view of Ace of Trumps Model.



original chain adjustment. This is obtained by mounting an accurately machined serrated plate on the forward opening fork end which is adjustable independently. The wheel is held in position by lever nuts, which are also provided with serrations which accurately fit those on the sliding plate.

The side view of the head indicates the fine workmanship employed in the lightening of the head lugs, and also indicates the method of adjusting handlebars; if it is preferred the tubular curved forward stem can be supplied instead of the lap joint as illustrated.

The illustration shows a view of the Ace of Trumps machine and indicates the clean design of the machine from an end-on view. The cutaway lugs and transfer on the gold head make a neat ensemble.

Front Forks are round section throughout, well lined at the crown; whilst the ends are machined from solid steel stampings having a mudguard attachment integral therewith.

The frame is built from the highest grade steel tubes, double butted, and correctly mitred at all joints. The wheel base is $42\frac{1}{2}$ in., and the height of bracket $10\frac{1}{2}$ in. The weight of the stripped Path Racer is 18 lbs., and the weight of the Road Racer varies according to equipment, from about 25 lbs.

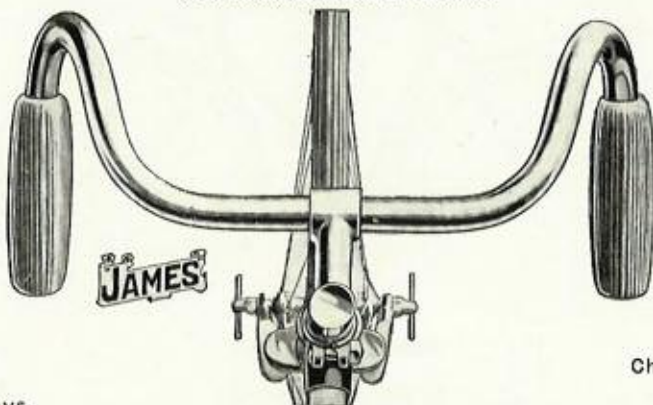
The "James" drop-out, as illustrated, is a neat yet very efficient device for a quick removal and replacement of the rear wheel so as to provide alternative gears. With the "James" drop-out, an alteration of 1, 2, or more teeth is available. The "James" drop-out provides an original arrangement for the

Side view of Head.

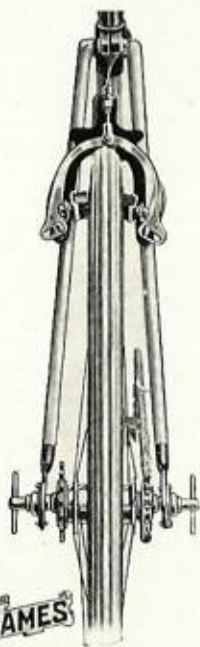


SPECIAL FEATURES OF ACE MODELS

The illustration indicates a view looking directly down over the handlebar, and shows the shape and relative width of the bar.



Seat Stays.

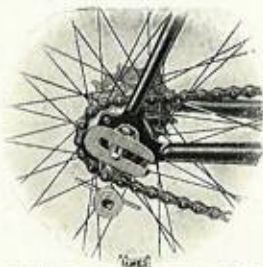


Chain Stays.



On the left the illustration is taken from the rear of the machine, and indicates the seat stays, showing clearly a brazed-up seat cluster set which was introduced by the James Cycle Co., and also the "James" Caliper brake, which is light yet powerful. The chain peg is also apparent on this illustration.

The illustration on the right hand of the page shows a view taken from the underside of the machine of the chain stays and indicates their extreme rigidity. These chain stays are tapered tubes from the bracket to the steel fork ends, and are free from cranks and depressions of any kind. Consequently every ounce of power put into the pedals is transmitted to the back wheel without any loss occasioned by the whipping of the rear stays.



ACE OF TRUMPS ROAD RACER



Model No. 19A

SPECIFICATION :

FRAME... ..	20 in., 21 in., 22 in., 23 in., and 24 in. Special Light Racing Type with Parallel Top Tube, Round Section tapered Front Fork, Seat Stays, Brazed at Seat Lug, Outaway Lugs.
WHEELS	26 in. x 1 1/2 in. "Endrick" Steel Rims. Cane colour.
SPOKES ...	Double-butted, 16/18 Gauge, Laced and Soldered at Crossings.
TYRES ...	Dunlop or Constrictor, Road Racing, 26 in. x 1 1/2 in.
REAR HUB ...	Special Pattern, fitted with Solid Spindle, Forward Quick Release, and Driving Sprocket each side for quick change of gear. Fixed Sprockets. One Free Wheel optional.
HANDLEBAR...	Marsh Pattern, with Forward adjustable Extension, or alternative, Constrictor Anti-shock Grips.
BRAKE ...	James Caliper Type, to Rear Wheel only.
GEAR ...	48th Chain Wheel, Flanged Pattern, detachable from Crank. Rear Sprockets, 18th and 18th.
CRANKS ...	6 1/2 in. or 7 in. to order.
CHAIN ...	Hans Renold, 1/2 in. Pitch Roller.
SADDLE ...	Brooks B17 Champlon or Resilion Model to order.
MUDGUARDS	Celluloid, quickly detachable.
EQUIPMENT	Toolbag and necessary Spanners, Oiler, Celluloid Inflator. Approved Rear Reflector. Lamp Bracket brazed on front fork.
FINISH... ..	Four Coats of Black Enamel. Bright Parts heavily Nickel-plated. Gold leaf head.

Price £10 : 10 : 0 net cash

Path Model, No. 19, same price.

Easy Payment Terms - - 12 Payments of £1 : 1 : 0

This is an ideal machine for fast road riding. It embodies every feature which, in the opinion of experts, conduces to a light and lively sweet running machine. The Path model, which is built on identically the same lines and weighs about 18 lbs., is the chosen mount of champions of national and international repute, who have accomplished many world's records thereon.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

CLUBMAN ACE ROAD RACER



Model No. 34

SPECIFICATION :

FRAME...	...	20 in., 21 in., 22 in., 23 in. and 24 in. Special Light Type, Parallel Top Tubes, D to Round Tapered Front Fork, Round Section Seat Stays, Brazed at Seat Lug, Cutaway Lugs.
WHEELS	...	26 in. x 1 1/4 in. "Endrick" Steel Rims, cane colour.
TYRES	...	Dunlop, Clipper Sports, 26 in. x 1 1/4 in., wired-on.
FRONT HUB	...	James Flange.
REAR HUB	...	Special Pattern, fitted with Quick Release. Driving Sprocket each side for quick change of gear. Fixed Sprockets giving close or wide ratios. Free Wheels, 3/6 extra.
HANDLEBAR	...	Marsh Pattern, on adjustable extended lug.
BRAKE	...	James Caliper Type, to Rear Wheel only.
GEAR	...	44th or 48th Chain Wheel, Fixed Gear. 6 1/2 in. Cranks.
CHAIN	...	Hans Renold, 1/2 in. Pitch.
SADDLE	...	Brooks B18 or racing pattern to Gent's optional.
MUDGUARDS	...	Steel, Lightweight.
EQUIPMENT	...	Toolbag and necessary Spanners, Oiler, Celluloid Inflator. Approved Rear Reflector.
FINISH...	...	Four Coats Black Enamel. Gold Head. Bright Parts heavily Nickel-plated.

Price £8 : 0 : 0 net cash

Lady's Model, No. 35, same price (as illustration on page 19).

Easy Payment Terms - - - 12 Payments of 16/-

The Clubman Ace Road Racer, whilst not including the high refinements in detail of specification as the "Ace of Trumps," is still an excellent mount for the clubman, which may be relied upon to give unfailing service. The frame is built on the same lines as the "Ace of Trumps" machine, and examination of the specification will show its wonderful value.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

ACE RECORD ROAD RACER



Model No. 36

SPECIFICATION :

FRAME...	... 21 in., 23 in. and 25 in., Special Light Type, Parallel Top Tubes, Round Section Seat Stays, Brazed at Seat Lug, Outaway Lugs.
WHEELS	... 26 in. x 1 1/2 in. "Endrick" Steel Rims, cane colour.
TYRES	... Dunlop Clipper, 26 in. x 1 1/2 in., wired-on.
FRONT HUB	... James Flange.
REAR HUB	... Special Pattern, fitted with Quick Release. Driving Sprocket each side for quick change of gear. Fixed Sprockets giving close or wide ratios. Free Wheels, 3/6 extra.
HANDLEBAR...	Marsh Pattern, on fixed extended lug. Adjustable Extension 5/- extra.
BRAKE ...	James Caliper Type, to Rear Wheel only
GEAR ...	44th or 48th Chain Wheel, Fixed Gear. 6 1/2 in. Cranks.
CHAIN ...	Hans Renold, 1/2 in. Pitch.
SADDLE	... Narrow Racing pattern optional.
MUDGUARDS	... Steel, Lightweight.
EQUIPMENT...	Toolbag and necessary Spanners, Oiler, Celluloid Inflator. Approved Rear Reflector.
FINISH...	... Four Coats Black Enamel. Cream Head. Bright Parts heavily Nickel-plated.

Price £6 : 15 : 0 net cash

Easy Payment Terms 12 Payments of 13/6

This model has been designed to provide a Road Racing machine at a popular price which would embody all the particular features which are demanded by clubmen. The frame is rigidly built with a solid seat cluster set, and the whole machine is built so as to adequately withstand any amount of hard wear.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

LADY'S ACE RECORD ROAD RACER



Model No. 18

SPECIFICATION :

FRAME...	...	20 in., 22 in. and 24 in., Special Light Type, Parallel Top Tubes, Round Section Seat Stays, Brazed at Seat Lug, Cutaway Lugs.
WHEELS	...	26 in. \times 1 $\frac{1}{2}$ in. "Endrick" Steel Rims, cane colour.
TYRES	...	Dunlop Clipper, 26 in. \times 1 $\frac{1}{2}$ in., wired-on.
FRONT HUB	...	James Flange.
REAR HUB	...	Special Pattern, fitted with Quick Release. Driving Sprocket each side for quick change of gear. Fixed Sprockets giving close or wide ratios.
HANDLEBAR...		North Road, either Dropped or Raised, to order.
BRAKE...		James Caliper Type, to Rear Wheel only.
GEAR	...	44th Chain Wheel, Fixed Gear. Free Wheels, 3/6 extra.
CHAIN	...	Hans Renold, $\frac{1}{2}$ in. Pitch.
SADDLE	...	Four-wire Road Racing.
MUDGUARDS	...	Steel, Lightweight.
EQUIPMENT	...	Toolbag and necessary Spanners, Oiler, Celluloid Inflator. Approved Rear Reflector.
FINISH...	...	Four Coats Black Enamel. Cream Head. Bright Parts heavily Nickel-plated.

Price £6 : 15 : 0 net cash

Easy Payment Terms - - - 12 Payments of 13/6

The machine illustrated above is listed to meet the demands of the sports girl who requires a light and rigid machine which provides the correct riding position for riders who indulge in fast road work or club runs. In details of specification it includes all features which are considered desirable for this type of machine.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

LADIES' AND GENTLEMEN'S TANDEM



**Model No. 24
MIXED TANDEM**

**No. 24 Model
£18 : 18 : 0
net cash**

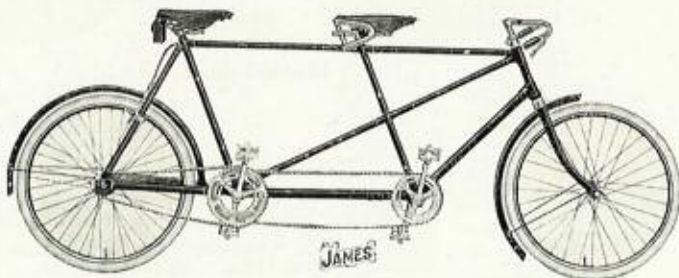
Easy
Payment Terms:
12 Payments of
£1 : 17 : 6

Full Specification on application.

**Model No. 23
CLUBMAN'S
TANDEM**

**No. 23 Model
£16 : 16 : 0
net cash**

Easy
Payment Terms:
12 Payments of
£1 : 13 : 6



SPECIFICATION No. 23:

FRAME.—22 in. Front and Rear, or to order.
WHEELS.—26 in. \times 1 $\frac{1}{2}$ in., Enamelled
Wood Colour. Rear Hub fitted with
Forward Quick Release Drop-out,
as Ace Models.
HANDLEBARS.—Marsh pattern on forward
adjustable lug.
TYRES.—Fort Dunlop translucent 26 in.
 \times 1 $\frac{1}{2}$ in.

BRAKES.—Front and Rear. Caliper type.
Designed specially for tandem work.
SADDLES.—Brooks B18.
GEAR.—69 and 78, or to order.
CHAINS.—Hans Renold, $\frac{1}{4}$ in. Pitch.
MUDGUARDS (optional). Best quality
Light Steel, with Double Stay.
FINISH.—Black Enamel, Bright Parts
heavily Nickel-plated.

The James Bracket Two-speed Gear may be fitted to above models at
£1 : 10 : 0 extra.

The No. 23 Clubman Tandem has for years proved a very popular Road Racer model amongst clubmen, being particularly rigid and with a good variation of positions. This is the type of tandem equipped as a path machine which secured the following remarkable tandem records during 1928: All records from 51 to 100 miles, including 2 and 3 hour records; records from 31 to 35 miles, and from 39 to 42 miles; 1 hour tandem paced record—31 miles 470 yards; 1 mile flying start tandem record—1 minute 45 seconds.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

LADIES' AND GENTLEMEN'S TRICYCLES



DE LUXE BACK AXLE

Gentleman's Model No. 25

Nos. 25 and 26 Models £25 : 0 : 0 net cash

Easy Payment Terms - - 12 Payments of £2 : 10 : 0

SPECIFICATION :

FRAME.—22 in. or 24 in.
WHEELS.—26 in. \times 1 $\frac{1}{2}$ in.
 Enamelled Black Centres,
 Lined Red.
TYRES.—Dunlop Cord,
 26 in. \times 1 $\frac{1}{2}$ in.
HANDLEBAR.—Raised,
 as illustration, with Brazen
 Plate Brake Lugs.
AXLE.—De Luxe, with
 brakes in axle box.
 Standard, Plain Free
 Wheel.
BRAKES.—De Luxe con-
 tracting Band Brakes in
 Axle. Standard, Front
 Hub Brake and Front
 Rim Brake.
SADDLE.—De Luxe,
 Brooks B75. Standard,
 Lycett's L20.

SPECIFICATION :

(contd.)

CHAIN.—Hans Renold,
 $\frac{1}{2}$ in. \times $\frac{1}{4}$ in.
GEAR.—De Luxe, James
 Bracket Two-speed, Stan-
 dard Single Gear 62.
GEAR CASE.—De Luxe,
 James Oil-bath, Standard
 Chain Cover to Lady's
 Model only.
MUDGUARDS.—Full Set,
 including Side Guards.
EQUIPMENT.—Toolbag
 and necessary Spanners,
 Inflator, Oiler, approved
 Rear Reflector, etc.
FINISH.—Black Enamel on
 Rustproof Surface. De
 Luxe, Lined Fine Gold.
 Standard, Lined Red and
 Bronze.



STANDARD BACK AXLE

Lady's Model No. 28

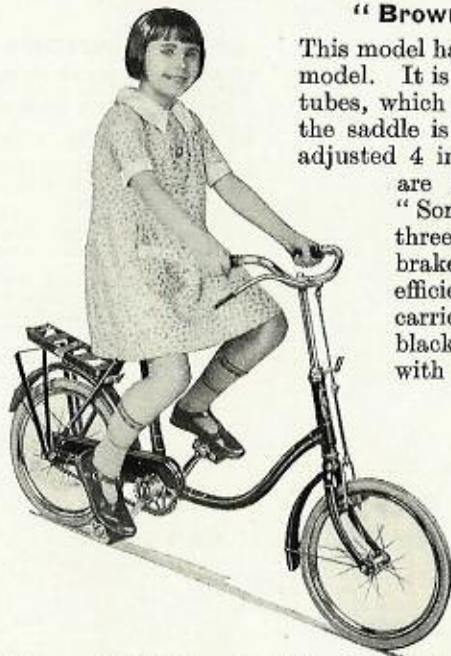
Nos. 27 and 28 Models £16 : 16 : 0 net cash

Easy Payment Terms - - 12 Payments of £1 : 13 : 6

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

BOYS' AND GIRLS' BICYCLES AND TRICYCLES

"Brownie" de Luxe Model (Registered)



This model has several refinements over the Standard model. It is built in two sizes, 14 in. and 17 in. seat tubes, which give a reach of 21 in. and 24 in. when the saddle is in the lowest position. Each may be adjusted 4 inches higher if necessary. The wheels are 14 in. diameter and are fitted with "Sorbo" unburstable tyres. A large size three-coil saddle is fitted. The front rim brake-work is very reliable and strong. An efficient chain guard is fitted and a combined carrier and stand. Finished in superfine black stoved enamel, lined in red and gold, with bright parts heavily nickel-plated.

£5 : 0 : 0

Supplied with pneumatic tyres at the same price.

Easy Payment Terms: £5 0 0 model:
12 monthly instalments of 10/- each.

"Brownie" Standard Model (Registered)

This model provides the natural step towards riding an ordinary bicycle. It has ball bearings throughout, including bottom bracket wheels, steering head and pedals. The frame is built in 14 in. and 17 in. sizes, with 14 in. wheels, and is adjustable in the same way as the de luxe model. An adequate front rim brake is fitted. The tyres are moulded cushion type, and a comfortable three-coil saddle is fitted. The machine is finished in superfine black enamel, neatly lined in red, the usual bright parts being heavily nickel-plated.

£3 : 10 : 0

With Pneumatic Tyres, £4.
Easy Payment Terms:
12 monthly instalments of 7/-.



THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

BOYS' AND GIRLS' BICYCLES AND TRICYCLES

"Tweenie" Girl's Model (Registered)

This model follows very closely on the lines of the machine described below, but is constructed so as to provide an open frame, which is preferred by many on account of the easier mounting and demounting facilities.

The wheels are 18 in. diameter, and are fitted with first-grade pneumatic tyres. The rims are nickel-plated, with a broad centre line of red, and finished in superfine black enamel, smartly lined in crimson and gold, all bright parts heavily nickel-plated.

£5 : 0 : 0

Easy payment terms :
12 monthly instalments of 10/-.



"Tweenie" Girl's Model No. 47

"Tweenie" Boy's Model (Registered)

This has been designed to provide the link between the "Brownie" or "Pixie" type of machine and the standard type of bicycle.

With low-built frame, ensuring maximum strength with light weight. Ball bearings are fitted throughout. Made in one size only, 14 in. frame, which with 5 in. crank and large three-coil saddle, gives a minimum reach of 22 in., which is adjustable to 26 in. Mudguards, a reliable front rim brake, and free wheel are included in the specification. Wheels 18 in. diameter, with first-grade pneumatic tyres.

£5 : 0 : 0

Easy payment terms :
12 monthly instalments of 10/-.



"Tweenie" Boy's Model No. 46

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

BOYS' AND GIRLS' BICYCLES AND TRICYCLES

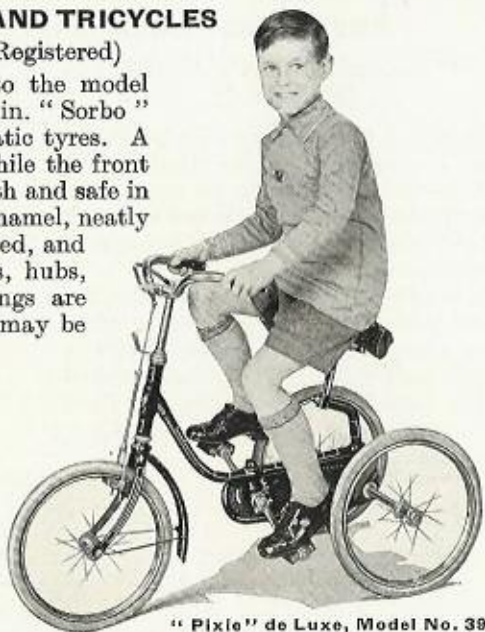
"Pixie" de Luxe Tricycle (Registered)

The tricycle illustrated is similar to the model described below, but is fitted with 14 in. "Sorbo" unburstable cushion tyres or pneumatic tyres. A large three-coil saddle is supplied, while the front brake is of the rim type, and is smooth and safe in action. Finished in superfine black enamel, neatly lined red and gold. Rims nickel-plated, and lined broad red centre. Handlebars, hubs, chainwheel, cranks, and other fittings are heavily nickel-plated. A free wheel may be fitted at a nominal extra charge.

£5 : 10 : 0

With pneumatic tyres at the same price. Free Wheel (extra), 5/-. Easy payment terms : £5 10s. model : 12 monthly instalments of 11/-

Also made in No. 2 size, with 18 in. wheels, Price £6 15s., with pneumatic tyres.



"Pixie" de Luxe, Model No. 39.

"Pixie" Standard Tricycle (Registered)

This tricycle is quite suitable for the smallest children, and will withstand hard wear and give endless pleasure. The chain and working parts are fully protected, and the saddle and handlebars are both easily adjustable. The saddle has a range of adjustment varying from 17 in. to 21 in., measured from the pedal to the top of the saddle, to suit children from 4 to 7 years of age. The wheels are 14 in. diameter, fitted with moulded cushion tyres. A powerful rim front brake is fitted, ensuring perfect safety.

£4 : 10 : 0

Free Wheel (extra), 5/-.

Easy payment terms : 12 monthly instalments of 9/-.

Also made in No. 2 size, with 18 in. wheels, price £5 5s., cushion tyres; pneumatic tyres £6 12s. 6d.



THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

THE JAMES "MERCURY" MODELS FOR BOYS AND GIRLS

"Mercury" Girl's Model

James "MERCURY" Cycles are built to the same standard of excellence as our adult cycles. Both boy's and girl's models are made in three sizes, with 16 in., 18 in., and 20 in. frames. The 16 in. and 18 in. frames are fitted with 24 in. wheels, and the 20 in. with 26 in. wheels. The reach with the saddle in its lowest position is approximately: 16 in. frame, 25 in. reach; 18 in. frame, 27 in. reach; 20 in. frame, 30 in. reach; with an adjustment of 4 in. in each case.

£5 : 12 : 6

Easy payment terms : 12 monthly instalments of 11/3.



"Mercury" Boy's Model

The boy's model follows identically the specification described above, except that it is built with the usual diamond frame. Both models are equipped with two rim brakes and free wheel.

Attractively finished in superfine black enamel, smartly lined in red. The usual bright parts heavily nickel-plated; may be supplied in all-black, all-weather finish, without extra charge. Dunlop first-grade pneumatic tyres are fitted, and the equipment includes the necessary pump, tools and oiler.

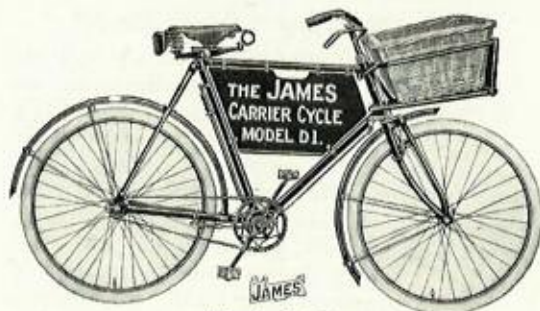
£5 : 5 : 0

Easy payment terms : 12 monthly instalments of 10/6.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM



THE FAMOUS JAMES CARRIER BICYCLES



Model D1

£10 : 10 : 0 net cash

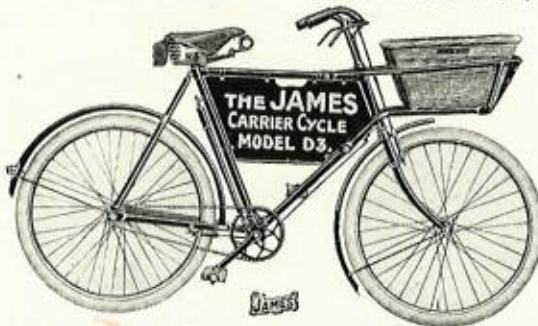
Easy Payment Terms: 12 Payments of **£1 : 1 : 0**



Model D2

£12 : 0 : 0 net cash

Easy Payment Terms: 12 Payments of **£1 : 4 : 0**



Model D3

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

ABRIDGED SPECIFICATION :

- FRAME**—Extra strong, 23 in. Standard.
- FORK**—Girder Pattern, strengthened throughout to carry heavy loads.
- CARRIER**—All Tubular, built integral with frame. (Does not move with the steering.)
- BASKET**—22 in. × 16 in. × 9 in.
- WHEELS**—26 in. × 1½ in.
- TYRES**—Heavy Clipper Carrier, 26 in. × 1½ in. Wired on.
- HUBS**—Special Heavy Carrier Pattern, Interchangeable Bearings.
- HANDLEBAR**—Raised, as illustrated, 22 in. wide, giving perfect control, Brazed Plate Lugs, Rubber Grips.
- BRAKES**—“James” Front and Rear Rim, Rolling Levers.
- SADDLE**—“Lycett” L.39 Girder Pattern, Enamelled Springs.
- GEAR**—57, or lower, if desired, for hilly districts.
- FREE WHEEL**—Full Ball Bearing.
- CHAIN**—Carrier, Heavy Pattern, ½ in. × ⅜ in.
- MUDGUARDS**—Extra strong and wide, Double Stay Pattern, with Bridges.
- PEDALS**—Wide, Heavy Rubber, Single Block.
- FINISH**—Black Enamel all over, on specially prepared rustproof surface.
- NAME PLATES**—Metal Detachable—writing in white, 4/- per dozen letters.

D2 MODEL. Similar in design to the D1 Model, but also provided with a carrier at the back. This machine may be ridden by a messenger of either sex.

D3 MODEL. Similar design to D1 Model, with carrier rigid with frame. Non-girder front forks are fitted to this model.

£9 : 0 : 0 net cash

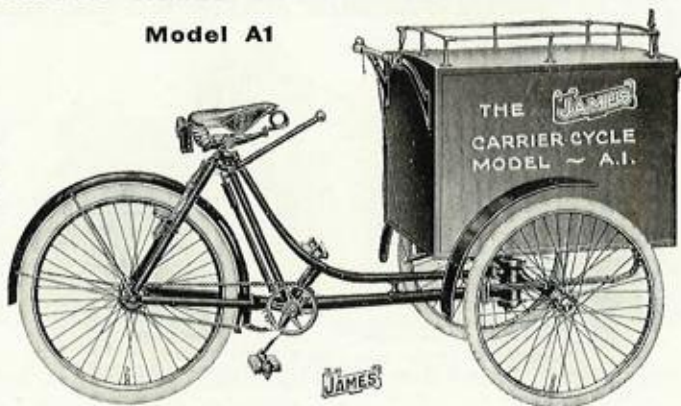
Easy Payment Terms:
12 Payments of **18/-**

THE FAMOUS JAMES CARRIER TRICYCLES.

Model A1

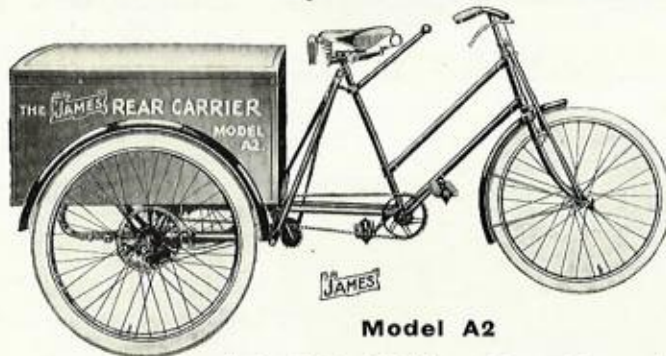
Model A1
£30 : 0 : 0
net cash

Easy Payment
 Terms:
 12 Payments of
£3 : 0 : 0



SPECIFICATION :

FRAME 22 in. The Ball Bearing Steering Head is heavily reinforced, and provision is made for lubrication.
TYRES Heavy Dunlop Carrier, 26 in. x 1 1/4 in.
SADDLE Special strong 'Lycett' L.39/2 Girder, with large Toolbag.
BRAKES Very powerful, hand-applied to both Front Wheels, with lock, also Rear Rim Type.
BOX Very strong Frame of Seasoned Oak, armoured with metal. Curved Roof of Sheet Metal. Size : Outside, 32 in. long x 24 in. wide x 24 in. high, fitted with Top Rails. Large Door Sheet Metal armoured, on Oak Frame. Weather-proof Beading all round. Strong Hinges and Lock.
FINISH Box painted "James" Brown, two shades. Frame, Wheels, and all Cycle Parts, Superfine Black Enamel on prepared Rust-proof surface.
TRAYS May be supplied. Size : 28 in. x 20 in. x 1 1/4 in. deep. Complete with runners at 10/- each extra.



Model A2

Model A2 £25 : 0 : 0 net cash

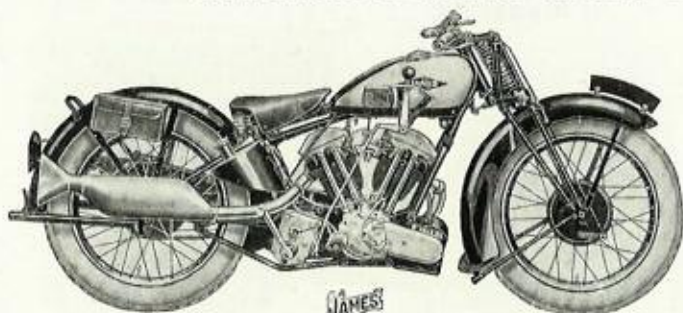
Easy Payment Terms - - 12 Payments of **£2 : 10 : 0**

The James Patent Bracket Two-speed Gear may be fitted to any James Carrier. Price **£1 : 10 : 0** extra.

For other types and full particulars see our separate Catalogue for Carrier Cycles.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

THE FAMOUS JAMES MOTOR CYCLES



A 1. 500 c.c. O.H.V. TWIN.
Super Sports, 4-speed Gear. A De Luxe Super Sports Model for the connoisseur, guaranteed
 80 m.p.h.

ABRIDGED SPECIFICATION.

ENGINE.—498 c.c., O.H.V.
GEAR.—Four-speed.
TYRES.—Dunlop 26 × 3"25.
TANK.—Welded Steel,
 Saddle type.
SADDLE.— Terry Multi-
 spring type.

£75 : 0 : 0

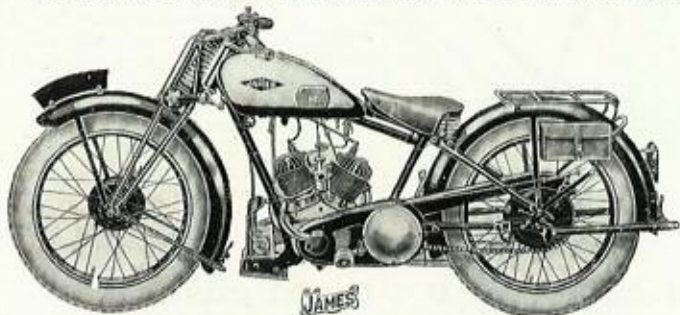


A 12. 500 c.c. O.H.V. TWIN. SPEEDWAY MODEL.
 The Supreme Dirt Track Racing Machine. The Choice of Champions.

ABRIDGED SPECIFICATION.

ENGINE.—498 c.c., O.H.V.
CLUTCH.—Hand operated
 Multi-plate.
TYRES.— Dunlop 27 ×
 2"75, W.O.
FORK.—Laterally Stayed
 Semi Rigid.

£85 : 0 : 0



A 3. 500 c.c. S.V. TWIN.
Standard Sports, 3-speed Gear. The Famous Standard Sports Twin. Champion of all
 classic Reliability Trials.

ABRIDGED SPECIFICATION.

ENGINE.—498 c.c., S.V.
GEAR.—Three-speed.
TYRES.—Dunlop 27 × 3,
 W.O.
TANK.— Welded Steel,
 Saddle type.
SADDLE.—Terry Multi-
 spring type.

£56 : 10 : 0

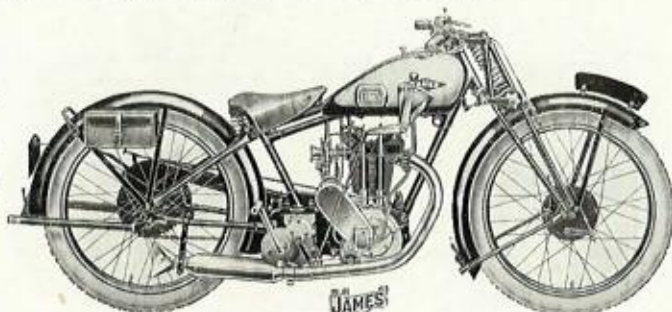
THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

THE FAMOUS 'JAMES' MOTOR CYCLES

ABRIDGED SPECIFICATION.

ENGINE.—349 c.c., O.H.V.
GEAR.—Three-speed.
TYRES.—Dunlop 27 × 3, W.O.
TANK.—Welded Steel, Saddle type.
SADDLE.—Terry Multi-spring type.

£48 : 0 : 0



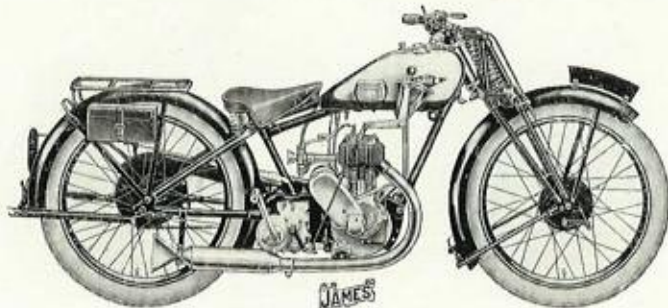
A 4. 350 c.c. O.H.V. SINGLE.

De Luxe Sports, 3-speed Gear. A Super Sports Machine of superlative value, guaranteed 65 m.p.h.

ABRIDGED SPECIFICATION.

ENGINE.—349 c.c., S.V.
GEAR.—Three-speed.
TYRES.—Dunlop 27 × 3, W.O.
TANK.—Welded Steel, Saddle type.
SADDLE.—Terry Multi-spring type.

£45 : 0 : 0



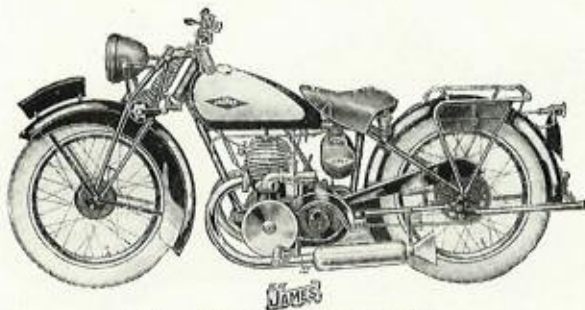
A 5. 350 c.c. S.V. SINGLE.

De Luxe Sports, 3-speed Gear. A de Luxe Motor Cycle of comprehensive specification, suitable for all-round use.

ABRIDGED SPECIFICATION.

ENGINE.—247 c.c., Two stroke.
GEAR.—Three-speed.
TYRES.—Dunlop 25 × 3, W.O.
TANK.—Welded Steel, Saddle type.
SADDLE.—Terry Multi-spring type.

£36 : 0 : 0

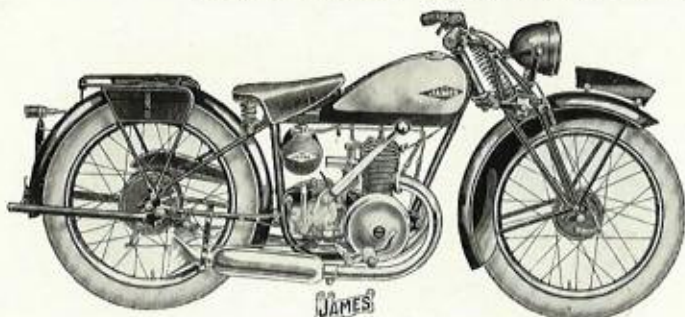


A 11. 247 c.c. TWO-STROKE.

Standard Sports, 3-speed Gear. A Standard Sports Machine of outstanding value, robust and speedy. Reliable.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

THE FAMOUS JAMES MOTOR CYCLES



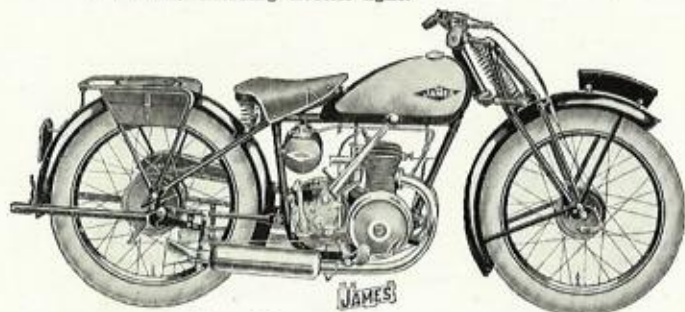
A 7. 172 c.c. TWO-STROKE.

De Luxe Super Sports, 3-speed Gear. A De Luxe Super Sports Machine, complete with every refinement, including electric light.

ABRIDGED SPECIFICATION

ENGINE.—172 c.c., Two-stroke.
GEAR.—Three-speed.
TYRES.—Dunlop 25 x 3, W.O.
TANK.—Welded Steel Saddle type.
SADDLE.—Terry Multi-spring type.

£34 : 10 : 0



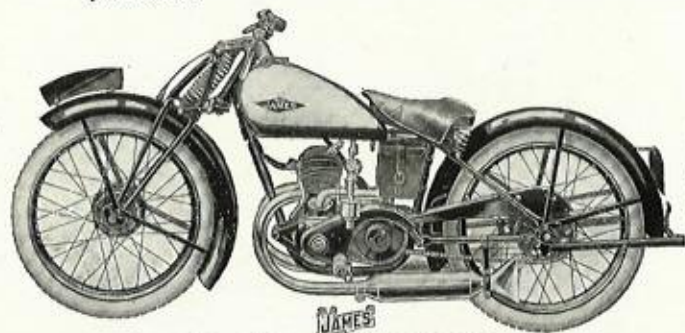
A 8. 196 c.c. TWO-STROKE.

Standard Sports, 3-speed Gear. A Machine of outstanding value and economy, with complete specification.

ABRIDGED SPECIFICATION.

ENGINE.—196 c.c., Two-stroke.
GEAR.—Three-speed.
TYRES.—Dunlop 25 x 3, W.O.
TANK.—Welded Steel, Saddle type.
SADDLE.—Terry Multi-spring type.

£28 : 10 : 0



A 9. 196 c.c. TWO-STROKE.

Utility Sports, 3-speed Gear. The last word in modern motor cycle utility and reliability.

ABRIDGED SPECIFICATION.

ENGINE.—196 c.c., Two-stroke.
GEAR.—Three-speed.
TYRES.—Dunlop 24 x 2-375, W.O.
TANK.—Welded Steel, Saddle type.
SADDLE.—Terry Multi-spring type.

£26 : 15 : 0

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

EASY PAYMENT ORDER FORM

IMPORTANT.—To be filled up and signed in ink by the Customer in the presence of the
Company's authorised Dealer.

Date.....

To The **JAMES CYCLE Co., Ltd., Greet, Birmingham.**

Please supply to me (subject to this form being completed to your satisfaction) one
"James" Cycle to the following specification :

Model No.....

To be delivered to.....

Payments to be made by me to the James Cycle Co., Ltd., at Greet, Birmingham, by twelve monthly
payments of £..... each.

I hand you herewith £..... which, if you accept this Order,
is to be the first payment, or if you do not accept this Order within twenty-one days is to be returned
in full to me. If any instalment is not paid within seven days of due date, all the remaining
instalments shall become immediately due and payable by me.

I declare that the particulars given below are correct.

Signature of Customer. Signed.....

Name in full { Mr.
Mrs.
Miss }.....

(In Block Letters)

*Address.....

How long Resident at this Address..... Age.....

Previous Address.....
(In Full)

Occupation.....

Employed at (in full).....

Period of time employed there.....

Dealer must sign here
as Witness to above
Signature.

*Change of Address must be promptly notified to the James Cycle Co., Ltd., Birmingham.
We do not under any circumstances communicate with Employers relative to this Order.

GEAR AND HEIGHT TABLES

The Gear Table applies to Three-speeds, Two-speeds, and Single speed gears. For Single Gears the column marked "Normal" only applies. For the James Patent Bracket Two-speed Gear 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
16	54	72	96	58	78	104	63	85	113
18	47	64	84	52	69	92	56	75	101
20	43	57	77	47	62	84	51	68	90

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
16	57	77	103	63	84	112	68	91	121
18	51	68	91	56	74	100	60	80	108
20	46	61	82	50	67	90	54	73	97

The following Table is given as a guide for choice of suitable height of frame for various riders:—

Gentlemen.

Height of Rider.	Height of Frame Recommended.
5 ft. 10 in. and over ..	26 in.
5 ft. 5 in. to 5 ft. 10 in. ..	24 in.
5 ft. 2 in. to 5 ft. 5 in. ..	22 in.
Under 5 ft. 2 in. ..	20 in.

Ladies.

Height of Rider.	Height of Frame Recommended.
5 ft. 6 in. and over ..	24 in.
5 ft. 2 in. to 5 ft. 6 in. ..	22 in.
Under 5 ft. 2 in. ..	20 in.

Extras.

	£ s. d.		£ s. d.
Heights of Frames other than listed ..	5 0	Ordinary Metal Gear Case where not specified ..	15 0
The James Patent Bracket Two-speed Gear ..	1 0 0	Tyres with beaded edges ..	2 0
Three-speed Hub Gear ..	1 8 0	"Roman" Aluminium Rims in place of Steel ..	1 1 0
Three-speed Coaster Hub ..	1 5 0	Valanced Mudguards in place of ordinary ones ..	5 0
Coaster Hub to any model ..	9 0	Bhuenel's Celluloid Mudguards (on "Clubman Ace" R R Model) ..	3 6
Free Wheel in lieu of cog ..	3 6	Adjustable Extension Handle-bars (Model 36) ..	5 0
Oil-bath Gear Case to Gent's, where not specified ..	1 0 0		
Oil-bath Gear Case to Lady's "Standard" ..	16 0		

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

THE "ACE" PAVEMENT CYCLE



**BUILT TO
STAND UP
TO HARD
SERVICE
ALWAYS**



SPECIFICATION:

FRAME—19 in. from Pedals to Saddle in lowest position, adjustable to 23 in.

WHEELS—Full Ball Bearings, Plated Hubs.

TYRES—Large Section Cushion.

PEDALS—Rubber with Ball Bearings.

BRAKE—Rolling Lever Rim Brake.

SADDLE—Dunlop, waterproof.

FREEWHEEL—Best Quality.

FINISH—Best Brilliant Black Enamel, lined bronze and red.

Price £2 : 3 : 6 net cash

Easy Payment Terms - 12 Payments of 4/6 each.

With Pneumatic Tyres £2 : 12 : 6

THE JAMES CYCLE CO., LTD., GREET, BIRMINGHAM
LONDON SHOWROOMS - 21-22, HOLBORN VIADUCT, E.C.1

Ask for our fully-illustrated Catalogue of High-grade

"BROWNIE" PAVEMENT CYCLES

"PIXIE" PAVEMENT TRICYCLES

"SAMSON" JUVENILE TRICYCLES

"MERCURY" JUVENILE BICYCLES

ALL OF SUPERLATIVE
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CYCLES

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