

My ambition realised...



*"I've got
my
JAMES"*



The 1949 Models provide the most exclusive Lightweight Motor Cycles which have yet been produced

Go anywhere Lightweight

The Famous James Lightweight will do all that the heavier machines will do—except high speed

The **JAMES CYCLE CO. LTD.**
GREET BIRMINGHAM

**THE FAMOUS
JAMES**

"I've just got my

**1949
JAMES.**

-it's simply Wizard"

says **JIMMY JAMES.**



—so easy to handle—so attractive and reliable, this famous James Lightweight makes friends for life . . . It is indeed the most exclusive Lightweight Motor Cycle ever produced . . . Powered with the amazing 98 c.c. Villiers engine, the 2-speed gear will climb anything but a freak gradient . . . It is capable of a comfortable 40 miles per hour and the petrol consumption is 140 m.p.g. . . The weight is only 128 lb. . . . Ask any proud owner or better still, write for Catalogue and the name of nearest James Dealer . . . Supplies for Home Market are now available for **IMMEDIATE DELIVERY**

STANDARD 1.F. 98 c.c. MODEL

£55

(plus Purchase Tax £14.17.0)

Other James Lightweights 125 c.c. and 197 c.c.

Go anywhere
THE LIGHTWEIGHT
OF THE CENTURY.



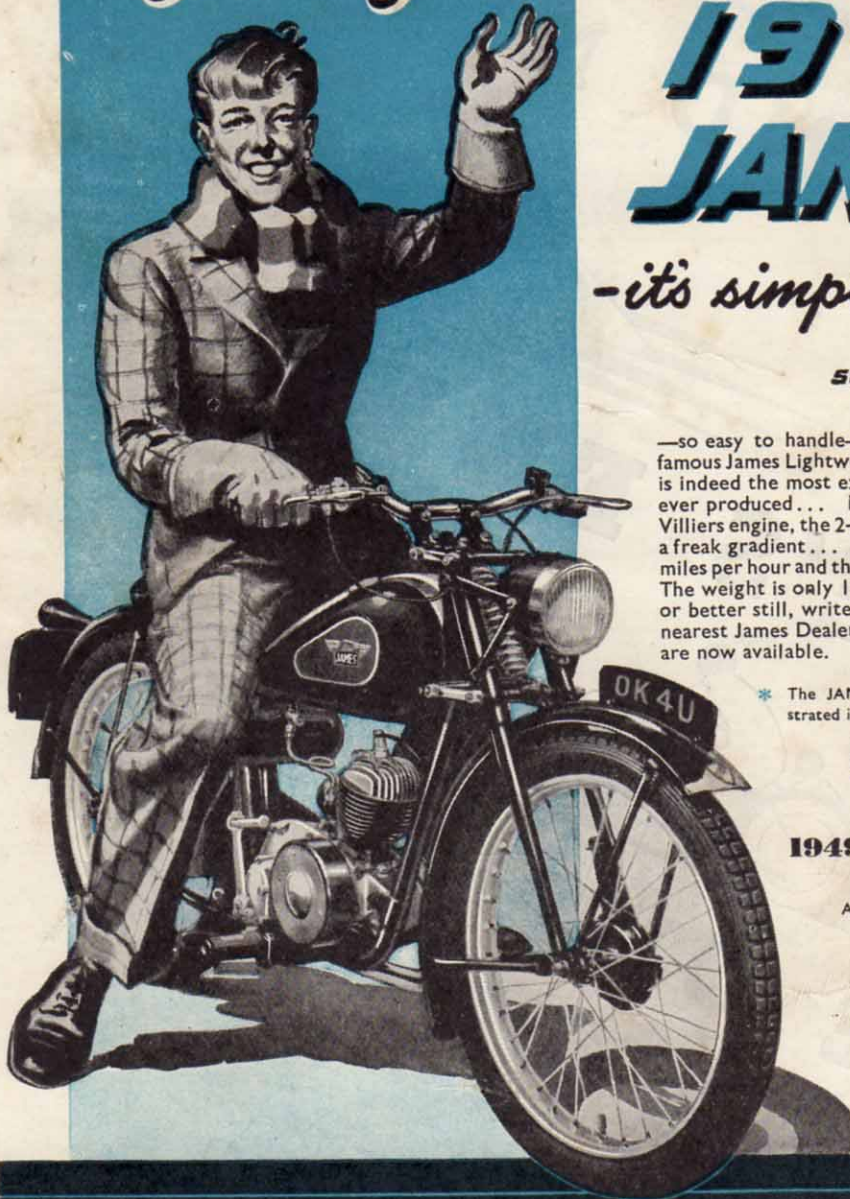
THE JAMES CYCLE CO., LTD., GREET, BIRMINGHAM, II

"I've just got my

1949 JAMES.

-it's simply Wizard"

says JIMMY JAMES.



—so easy to handle—so attractive and reliable, this famous James Lightweight makes friends for life... It is indeed the most exclusive Lightweight Motor Cycle ever produced... Powered with the amazing 98 c.c. Villiers engine, the 2-speed gear will climb anything but a freak gradient... It is capable of a comfortable 40 miles per hour and the petrol consumption is 140 m.p.g. The weight is only 128 lb... Ask any proud owner or better still, write for Catalogue and the name of nearest James Dealer... Supplies for Home Market are now available.

* The JAMES LIGHTWEIGHT has again demonstrated its right to pre-eminence in its class by WINNING

THE 125 cc CLASS AWARD
THE 200 cc CLASS AWARD
3 FIRST CLASS AWARDS
and ONE SPECIAL in the

1949 SCOTTISH 6 DAYS

Send for full Particulars of these AMAZING JAMES LIGHTWEIGHTS

Go anywhere
THE LIGHTWEIGHT
OF THE CENTURY.



THE JAMES CYCLE CO. LTD., GREET, BIRMINGHAM.11

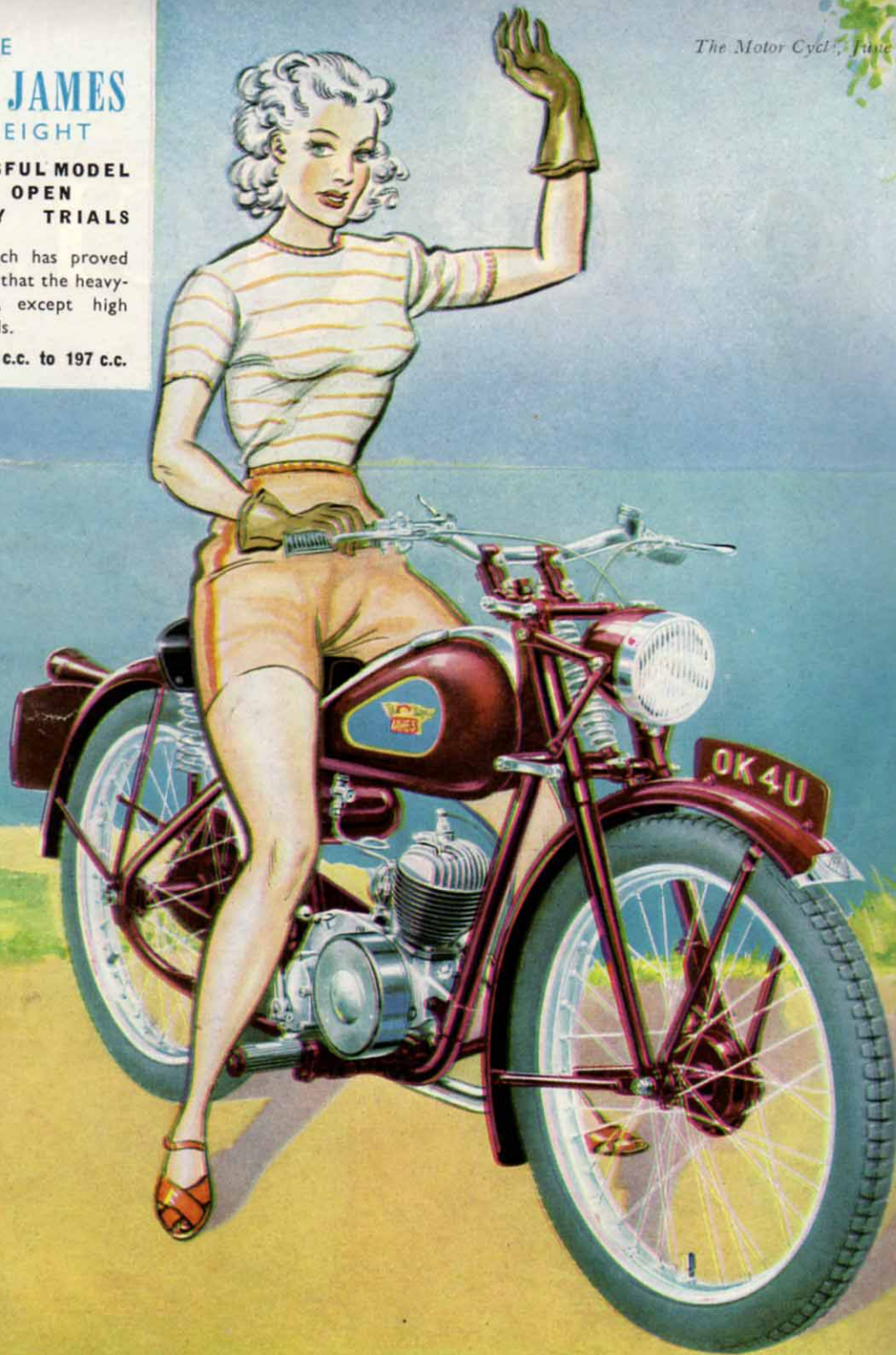
THE
FAMOUS JAMES
LIGHTWEIGHT

**MOST SUCCESSFUL MODEL
IN ALL OPEN
RELIABILITY TRIALS**

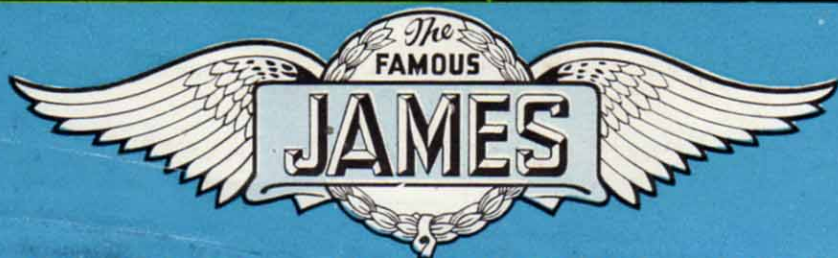
The machine which has proved
that it will do all that the heavy-
weights will do, except high
speeds.

MODELS from 98 c.c. to 197 c.c.

The Motor Cycle, June 23rd, 1949



Popular wherever Motor Cycles are used throughout the World



**BRITAIN'S GREATEST LIGHTWEIGHT MANUFACTURERS,
THE JAMES CYCLE CO. LTD., GREET, BIRMINGHAM, II, ENGLAND.**

The Leader of its Class



The Famous James **NEW 98cc.**

"The machine, in fact, may be said to fall into an exclusive class. . . . It reaches a standard hitherto unattained by very small capacity British 2-strokes."
VIDE "THE MOTOR CYCLE."

Powered with the amazing 98 c.c. Villiers engine, with 2-speed gear, it will climb anything but a freak gradient.

This new 98 c.c. model has just concluded a 2,000 mile demonstration test, followed by a non-stop ride of 1,260 miles in 48 hours, at 168 miles per gallon—a marvel of reliability and economy. Send for descriptive booklet.

PROVED IN ALL OPEN RELIABILITY TRIALS as equal to the larger machines—except high speeds. Available for IMMEDIATE DELIVERY . . . Write for catalogue.

STANDARD I.F. 98 c.c. MODEL £55
(plus Purchase Tax £14. 17. 0d)

DELUXE MODEL £60 (plus Purchase Tax)

Models from 98 c.c. to 197 c.c.—Each the leader of its class.

THE FAMOUS JAMES

The Famous JAMES



Hold all the Aces in the *Lightweight Pack*

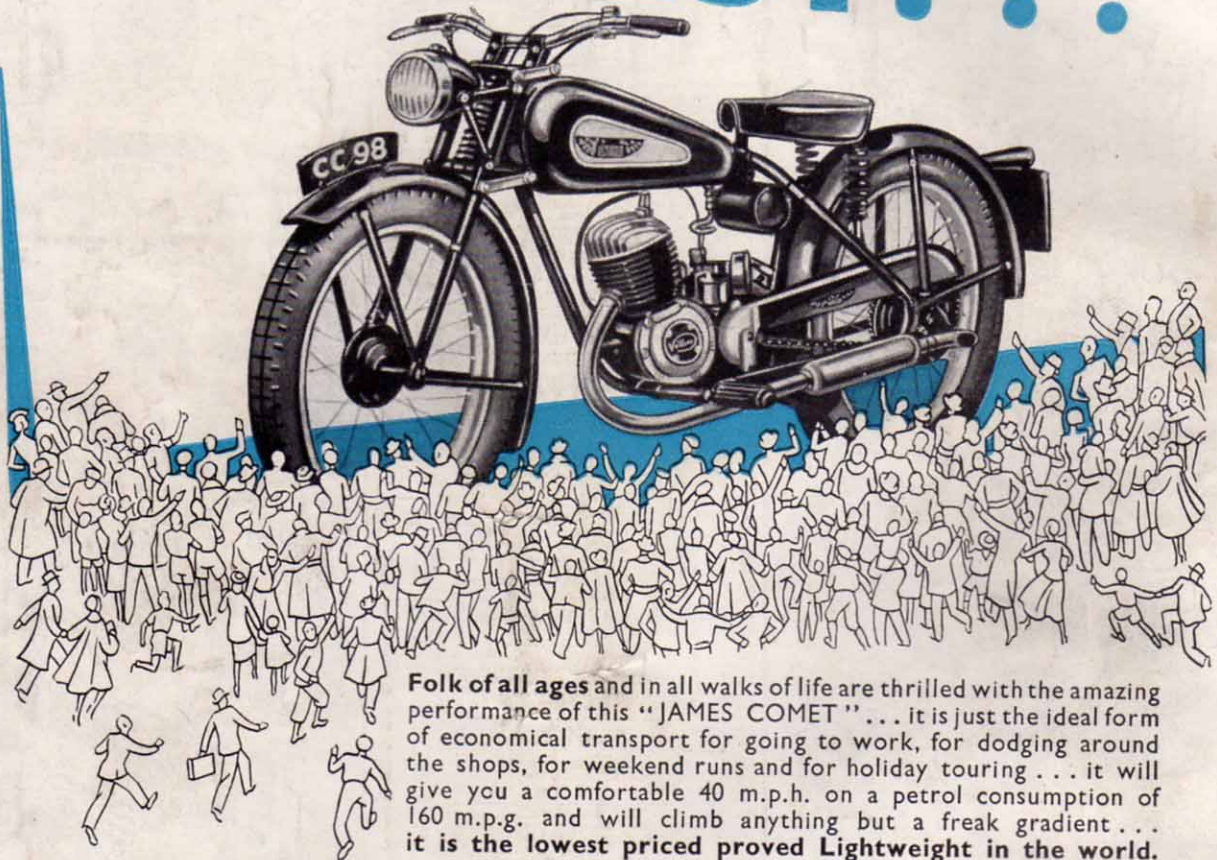
EXCLUSIVELY
POWERED BY



See them at *The Show*
Earls Court, Stand No 36

THE JAMES CYCLE CO. LTD. GREET, BIRMINGHAM II

OF UNIVERSAL INTEREST...



Folk of all ages and in all walks of life are thrilled with the amazing performance of this "JAMES COMET" . . . it is just the ideal form of economical transport for going to work, for dodging around the shops, for weekend runs and for holiday touring . . . it will give you a comfortable 40 m.p.h. on a petrol consumption of 160 m.p.g. and will climb anything but a freak gradient . . . it is the lowest priced proved Lightweight in the world. Standard I.F. Model, 98 c.c. £48 . 10 . 0 (plus pur. tax £13 . 1 . 11).

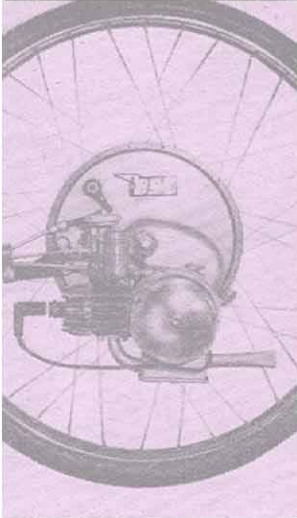
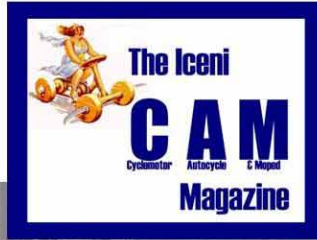
IMMEDIATE DELIVERY

Write for new booklet—
"Putting it on the Map,"
which describes how this
model was proved over
2,000 miles round Britain.



The Famous
JAMES
'COMET'

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