

JAMES SCOOTER SELLING AT £165

AFTER three years of development, James Motor Cycles Ltd., of Greet, Birmingham, 11, announces that its 150 c.c. scooter selling at £165 is now available.

Power is provided by an AMC horizontally-mounted three-speed unit, which is said to have low fuel consumption. The machine has a foam-rubber twinseat with hinged lid providing access to a central storage compartment. Finish of the model is old English white and Devon red or peacock blue.

Details:

1. Full-width safety frame with robust $1\frac{1}{2}$ in. outer tubes.
2. Even weight distribution and low centre of gravity.
3. Expansive centre luggage compartment equipped with locking device.
4. Deep built-in glove compartments, and steering lock.
5. Pivoting fork, hydraulically damped front and rear suspension.
6. Light action, foot operated full width centre stand designed for direct lift without effort.
7. Starter pedal gearing and position designed for easiest possible foot action to ensure instant starting.
8. Positive action toe and toe gear selector.
9. High efficiency 149cc horizontally mounted single cylinder two-stroke power unit equipped with an exceptionally smooth three-speed gear box.
10. AC/DC battery-rectifier lighting system incorporating a large 5 in. sealed beam pivoting headlamp and stop light as standard equipment.

SPECIFICATION

Engine	15H two-stroke unit
Capacity	149cc
Bore and Stroke	55 mm by 62.69
Gear ratios	
1.	14.47 to 1
2.	8.25 to 1
3.	5.61 to 1
Brake-drum diameter, front and rear	5 in.
Tyres, front and rear	3.50 in by 12 in.
Wheel base	48 $\frac{1}{2}$ in.
Seat Height	30 in.
Ground clearance	4 $\frac{1}{2}$ in.
Width over bars	26 $\frac{1}{2}$ in.
Length	72 in.
Weight	270 lb.
Platform width	20 in.

James scooter owners who may wish to add to the equipment of their machines, have a wide choice of genuine James accessories.

EXIDE SIGN: Available free to Exide battery retailers is this 36in x 16in Exide hanging sign introduced by Chloride Batteries Ltd. It is obtainable from Exide battery service agents.



THE NEW JAMES SCOOTER
sells at £165.

DUNLOP CHAIRMAN'S OPTIMISM

Progress by Dunlop in reorganizing, rebuilding and re-directing was revealed on April 27, when G. E. Beharrell, the group chairman, spoke to financial and trade journalists at Dunlop House, London, S.W.1.

Group profits in the second half of last year were up 22 per cent. compared with the first half, and for the year as a whole the improvement was 16 per cent. Sales were up eight per cent. in volume, and seven per cent. in value, a difference to be explained by lower selling prices. Sales had accelerated in each of the past four half-years.

Mr. Beharrell said that the profit margin had widened from five per cent. to 5.4 per cent. because of larger sales and greater efficiency. A total of 70 per cent. of Dunlop business remained with tyres. The use of synthetic rubber went up generally from 36 to 39 per cent.

As for the European situation, Dunlop was the second major supplier of tyres in France and in Germany. The firm had wide interests in the Six and Seven economic groupings, and was well able to take advantage of developments in both. H.B.

Hungary selling in US and West Germany

Hungary's Pannonia Trading Company is to deliver 3,000 bicycles to the United States during the second quarter of this year.

Among other orders received recently by Pannonia from the US is one for 50,000 rear brake-hubs worth 60,000 dollars.

Pannonia has also sold 60,000 bicycle chains to a firm in Hamburg, West Germany, and is expecting a repeat order from the same firm some time this year.

RAC offices at Leeds opened

The Lord Mayor of Leeds officially opened the Royal Automobile Club's new offices at 34 Regent Street, Leeds, 2, on April 28. The premises will not only serve Leeds but will be the RAC headquarters for Yorkshire.

The EXCITING NEW

James

150

MOTOR
SCOOTER



Offers many luxury features as standard equipment

Superbly styled for comfort and elegance the James 150 Scooter offers de luxe economy town and country travel for two. The horizontally mounted, three speed single cylinder, two stroke power unit delivers smooth yet vigorous acceleration and a high cruising speed, coupled with an exceptionally low fuel consumption.

Imaginative design of the full width safety frame and engine provides even weight distribution and low centre of gravity, thus ensuring maximum stability and

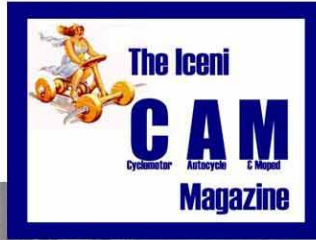
hair line steering characteristics unparalleled in the scooter sphere.

Standard equipment includes : Pivoting fork, hydraulically damped front and rear suspension. Positive toe and toe gear selector. Conveniently located easy start pedal. Light action foot operated centre stand. Expansive centre luggage compartment equipped with locking device. Deep glove compartments and steering lock. 6-volt battery-rectifier lighting system incorporating 5" swivelling headlamp and stop light.

James

JAMES MOTOR CYCLES LTD., GREET, BIRMINGHAM, 11...

IceniCAM Information Service



www.icenicam.org.uk