

1938

THE FAMOUS

“JAMES”

CYCLES

THE JAMES CYCLE CO., LTD. — LONDON & BIRMINGHAM



THE FAMOUS

JAMAL

CYCLES

HERMAN & SON



# Ride a Famous James Bicycle!

We emphasise this appeal to you because we know

## YOU CANNOT BUY A BETTER BICYCLE

**E**VERY James Bicycle is produced throughout in our own works by skilled craftsmen. We stress this point as so many bicycles are offered to the public to-day which are merely assembled from parts and fittings selected primarily on account of low first cost. The ultimate effect is obvious, and can in no way be compared with the "thoroughbred" appearance, easy running and durability of a bicycle designed and manufactured throughout in a modern factory from materials which are of the very highest quality.

The Famous James Bicycles are built by specialised methods as distinct from those of mass production. This to the rider means that each component and assembled unit is handled independently, ensuring that satisfaction in the completed product which only craftsmanship can give.

Established over 60 years ago by Harry James, one of Britain's earliest cycle pioneers, The James Cycle Company can proudly point to an unbroken record of continuous progress in the manufacture of cycles of the highest grade and quality. In fact and in deed, the long acquired tradition of all connected with the production of the Famous James Bicycle is "Quality," mere cheapness having no appeal in the considerations involved in the production of our bicycles.

In conclusion, we repeat the words of Mr. Frank J. Urry, the well-known cyclist and an old rider of James Bicycles, who in "The Story of the Famous James," written last year, concludes thus :—

"Yes, I think the old slogan that 'If it's a "James" it can be depended on,' is as true to-day as during the time when Harry James overlooked every machine."

THE JAMES CYCLE CO., LTD.

*If you are desirous of spreading the outlay for your "James" over a period, we can, in districts where we have arranged weekly collections, offer you Hire Purchase Terms. In other districts we sell "James" Bicycles on Easy Payment Terms, payable by monthly instalments which are to be sent direct to us. Our dealers will gladly explain the scheme to any prospective buyer.*



## Special features exclusive to the Famous James

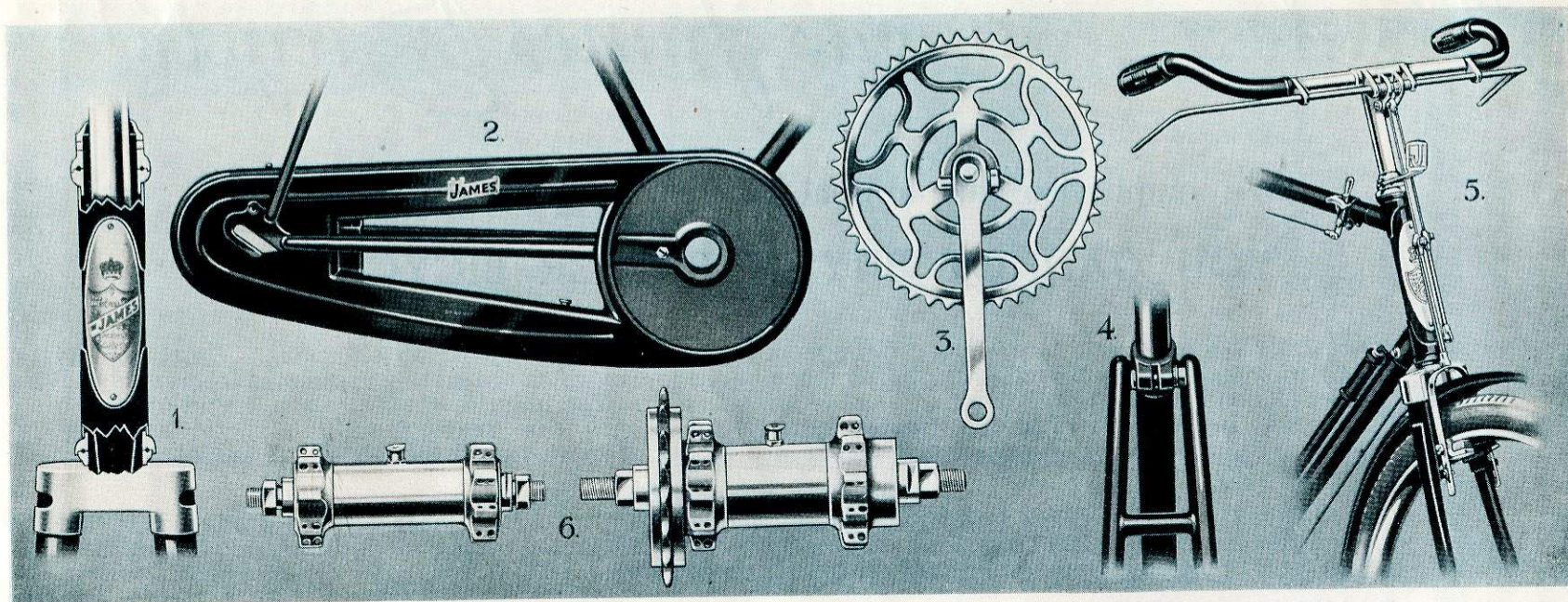


Illustration No. 1.—The JAMES Head Set illustrated is an exclusive JAMES feature. The Steering Head is an important point in Bicycle construction, which to ensure easy steering should be assembled in perfect alignment. The Ballraces employed in the JAMES Head Set are machined from the solid steel bar, afterwards being hardened and ground.

Illustration No. 2.—The JAMES registered design Oil Bath Gearcase is specially designed for JAMES Bicycles, and its use ensures a well-lubricated chain and efficient protection of the chain from wet, mud and grit. It is rigidly secured to the frame by bolts, which screw into bosses brazed on the frame. No clips are used in its attachment, so that its correct position is always maintained without looseness or rattle. This method of fitting is exclusive to James.

Illustration No. 3.—The JAMES Chain Wheel is another distinctive and exclusive feature of JAMES Bicycles. This is an all steel Wheel of attractive design, which at the same time has the advantage of providing the necessary strength in the directions most required.

Illustration No. 4.—The JAMES solid built Seat Cluster Set is used on all

JAMES Frames, ensuring an all-brazed frame of exceptional strength. This feature has been embodied in JAMES Machines since 1902.

Illustration No. 5.—The JAMES Rim Brakework is fitted to the light roadster models and is a simple yet efficient mechanism, which by reason of its exclusive design is readily detached if it is required to remove the Wheels. The Brake Arches are released by finger pressure on the Spring Arches which releases them from the brazed fittings on the frame and fork. Another exclusive feature is that the Roller Levers are mounted on permanent lugs brazed into the handlebar, which is covered with celluloid to the first brake lug, the other parts being heavily chromium plated.

Illustration No. 6.—The JAMES Patent Stud Hubs as illustrated are obtainable only on certain famous JAMES Models. Their use permits of a straight spoke and limits the bend of the spoke at the head, and provides a direct tangential tension between the Hub and the Rim. This exclusive feature ensures a wheel of extreme rigidity and provides an even tension on each spoke, thus ensuring a true wheel. The bearings are oil retaining and dust proof.

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM





## Model De Luxe

### SPECIFICATION

**FRAME**—Sizes 21", 23" and 25"—Low built "Traffic-safe" design, cutaway lugs, best quality weldless chrome-molybdenum steel tube, round tapered chain and seat stays, completely brazed up. Lady's frame—curved top tube. Straight top tube optional.

**FORK**—Built with heavy butted stem, solid machined crown, round section blades, machined ends, slotted for quick drop-out.

**STEERING HEAD**—Machined from solid steel bar, afterwards correctly case hardened and ground.

**WHEELS**—26" x 1 3/8" chromium plated, maroon centres lined gold, chromium plated D.B. spokes.

**TYRES**—Fort Dunlop Translucent 26" x 1 3/8", or to order.

**GEAR**—James Patent Improved Bracket Two-speed Gear. Gent's=69 and 52, Lady's=64 and 47, with 6 1/2" cranks. Optional S.A. three-speed hub gear.

**PEDALS**—James divided rubber, best quality.

**GEARCASE**—James Registered Design detachable oil bath, rigid attachment to brazed bosses on frame.

**HANDLEBAR**—As illustrated or optional. Black celluloid covered to brake lever lugs which are brazed on handlebar.

**BRAKES**—Front and rear internal expanding hub brakes operated by roller levers and rods.

**SADDLE**—Brooks or Lycett Aero to order.

**MUDGUARDS**—Best quality round section with double stays, efficient width with front extension.

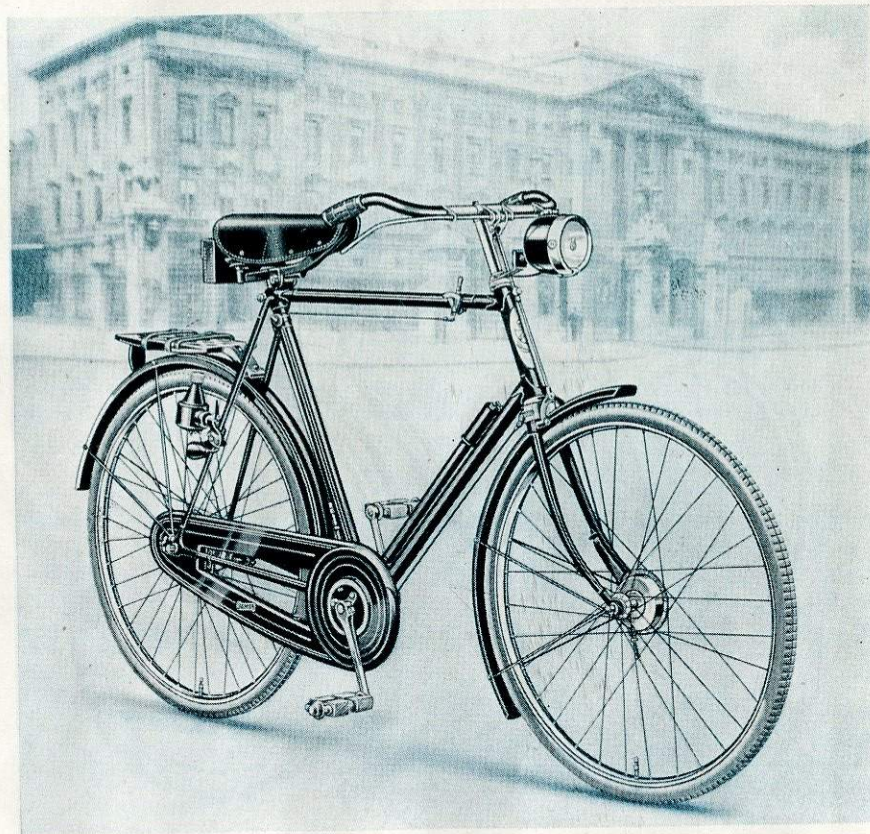
**EQUIPMENT**—Includes rear polished aluminium carrier, square tool bag, necessary spanners, approved N.P.L. rear reflector on white safety patch. Also large celluloid inflater mounted on pegs brazed to frame. Lucas dynamo electric lighting set mounted on frame 20s. extra.

**FINISH**—Superfine black enamel on specially prepared rust-proofed surface. Lined fine gold leaf. USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL.



*Lady's Model No. 2*

Straight top tube frame to order



This Model is truly "De Luxe" in conception, design and execution. It is listed to meet the requirements of a considerable body of cyclists who demand the BEST irrespective of cost. To such connoisseurs this model offers every possible refinement in construction, finish and equipment.

**GENT'S—MODEL No. 1**

**LADY'S—MODEL No. 2**

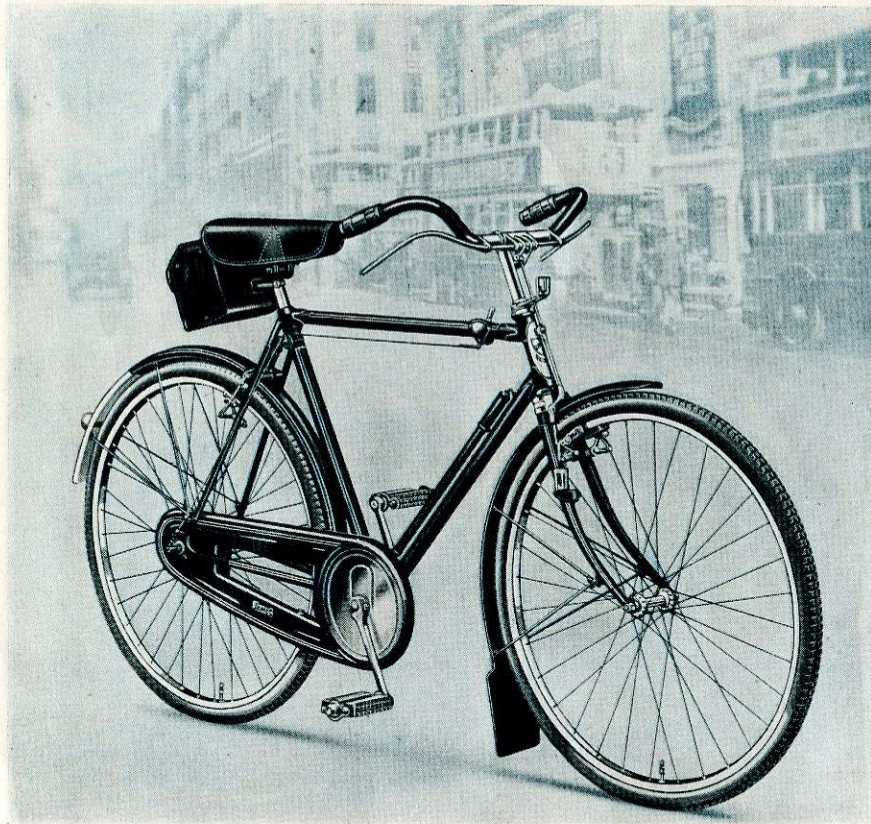
**Price—Models Nos. 1 and 2 £12 12 0 Net Cash**

**Hire Purchase Terms: £1 Deposit and Weekly Payments of 6/-**

**Easy Payment Terms: 12 Monthly Payments of £1 7 3**

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





This Model is one of the most attractive Bicycles in our 1938 range. For pleasure or business it will be found satisfactory under the most exacting circumstances. Fitted with the Sturmey Archer Three-speed Gear or James Improved Bracket Two-speed Gear as part of its standard specification, it is one of the lightest running Bicycles produced.

**GENT'S—MODEL No. 3**

**LADY'S—MODEL No. 4**

**Price—Models Nos. 3 and 4 £9 7 6 Net Cash**

**Hire Purchase Terms : Weekly Payments of 4/6**

**Easy Payment Terms : 12 Monthly Payments of 19/6**

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



## **Royal Lightweight Roadster**

### **SPECIFICATION**

**FRAME**—21", 23" and 25"—Low built "Traffic-safe" design. Best quality weldless chrome-molybdenum steel tube. Special narrow section, round tapered chain and seat stays, reinforced at vital points, cutaway lugs, completely brazed up. Lady's frame—straight top tube.

**FORK**—Built with heavy butted stem, narrow crown, round tapered fork blades, solid machined ends, independent mudguard stay attachment, detachable lamp bracket.

**WHEELS**—26" × 1½" chromium plated Endrick steel rims. Maroon centres, lined gold. Chromium plated spokes. Optional 26" × 1½" Westwood steel rims for rim brakes.

**TYRES**—Dunlop Translucent, 26" × 1½". Optional to order, John Bull or Palmer.

**GEAR**—Sturmey-Archer Three-speed Hub. Gent's=52, 69, 93, Lady's=47, 64, 85, with 6½" cranks. Optional James Patent Improved Bracket Two-speed Gear, see page 8.

**PEDALS**—James Rubber, ball-bearing.

**GEARCASE**—James Registered Design detachable oil bath. Plated disc. Rigid attachment to brazed bosses on frame.

**HANDLEBAR**—As illustrated, celluloid covered to brazed brake lever lugs, celluloid grips.

**BRAKES**—James exclusive design fully compensated front and rear caliper (see page 9) roller lever operated. Optional James front and rear rim (see page 2). Attachment by brazed fittings on frame and fork.

**SADDLE**—Roadster type soft top spring seat, or leather top with 3-coil enamelled springs.

**MUDGUARDS**—Black celluloid with quick release fittings.

**EQUIPMENT**—Touring Bag, necessary spanners, oiler, approved N.P.L. rear reflector on white safety patch, also large celluloid inflater mounted on pegs brazed to frame.

**FINISH**—Brilliant black enamel on specially prepared rust-proofed surface, lined fine gold. **USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL.**







## Royal Tourist Two Speed

### SPECIFICATION

**FRAME**—Sizes 21", 23" and 25"—Low built "Traffic-safe" design. Best high carbon steel tube, round section tapered chain and seat stays, completely brazed up. Lady's frame—curved top tube. Straight top tube optional.

**FORK**—Built with heavy butted stem, "D" fork crown, "D" to round fork blades, slotted for quick drop-out. Independent mudguard stay attachment.

**WHEELS**—26" x 1½" chromium plated, black centres, lined red.

**TYRES**—Dunlop First Grade Full Roadster, 26" x 1½". Optional to order, John Bull or Palmer.

**GEAR**—James Patent Improved Bracket Two-speed Gear. See page 8. Gent's=69 and 52, with 6½" cranks. Lady's=64 and 47, with 6½" cranks.

**PEDALS**—James Rubber, ball-bearing.

**GEARCASE**—James registered design detachable oil bath. Rigid attachment to brazed bosses on frame.

**HANDLEBAR**—As illustrated on Gent's, celluloid covered to brazed brake lever lugs. Celluloid grips. Optional slightly raised bar as illustrated on Lady's Model.

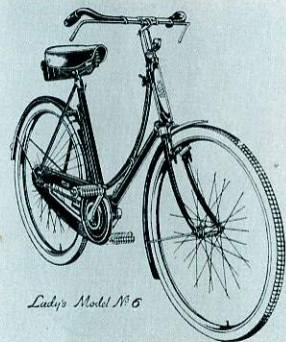
**BRAKES**—James exclusive design, front and rear rim, operated by roller levers. Attachment by brazed fittings on frame and fork.

**SADDLE**—Roadster type soft top spring seat, or leather top with 3-coil enamelled springs.

**MUDGUARDS**—Easily detachable, efficient width steel with beaded extension.

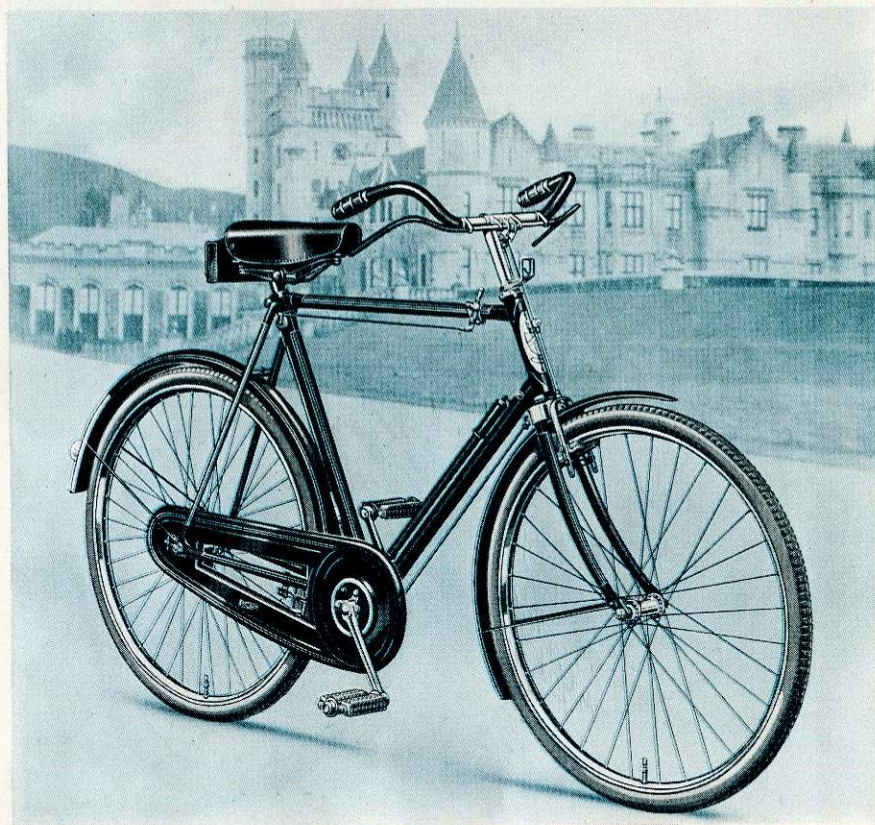
**EQUIPMENT**—Tool bag, necessary spanners, oiler, approved N.P.L. rear reflector on white safety patch, also large celluloid inflater mounted on pegs brazed to frame.

**FINISH**—Brilliant black enamel on specially prepared rust-proofed surface. Lined fine red and gold. USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL. All-weather finish to usual bright parts, no extra.



Lady's Model No. 6

Straight top tube frame to order



This Model represents all that can be desired for a complete touring model. The combination of the James Patent Bracket Two-speed Gear with our Registered Design Oil Bath Gearcase, and the low-built "Traffic-safe" design makes it an ideal Bicycle either for everyday use or for long distance touring.

**GENT'S—MODEL No. 5**

**LADY'S—MODEL No. 6**

Price — Models Nos. 5 and 6 **£7 0 0** Net Cash

Hire Purchase Terms: Weekly Payments of 3/6

Easy Payment Terms: 12 Monthly Payments of 15/-

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





## Imperial Light Roadster

### SPECIFICATION

**FRAME**—Sizes 21", 23" and 25"—Low built "Traffic-safe" design. Best high carbon steel tube, round section tapered chain and sea stays, completely brazed up. Lady's frame—curved top tube. Straight top tube optional.

**FORK**—Built with heavy butted stem, "D" fork crown, "D" to round fork blades, slotted for quick drop-out. Independent mudguard stay attachment.

**WHEELS**—26"  $\times$  1 $\frac{1}{2}$ " chromium plated, black centres, lined red. Optional 28".

**TYRES**—Dunlop First Grade Full Roadster, 26"  $\times$  1 $\frac{1}{2}$ ". Optional to order, John Bull or Palmer.

**GEAR**—Gent's=69 with 6 $\frac{1}{2}$ " cranks. Lady's=64 with 6 $\frac{1}{2}$ " cranks.

**PEDALS**—James Rubber, ball-bearing.

**GEARCASE** (To Lady's only)—James registered design detachable oil bath, rigid attachment to brazed bosses on frame.

**HANDLEBAR**—As illustrated on Gent's, brazed brake lever lugs, celluloid grips. Optional raised bar as illustrated on Lady's.

**BRAKES**—James exclusive design, front and rear rim, operated by roller levers. Spring arches, readily detachable without tools for removal of wheels. Attachment by brazed fittings to frame and fork.

**SADDLE**—Roadster type soft top spring seat, or leather top with 3-coil enamelled springs.

**MUDGUARDS**—Easily detachable, efficient width steel with beaded extension.

**EQUIPMENT**—Tool bag, necessary spanners, oiler, approved N.P.L. rear reflector on white safety patch, also large celluloid inflater mounted on pegs brazed to frame.

**FINISH**—Brilliant black enamel on specially prepared rust-proofed surface. Lined fine red and gold. USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL.



*Lady's Model 188*  
Straight top tube frame to order

The James Imperial Models described here are representative of the wonderful value offered in the James range. Low built on the modern "Traffic-safe" Design, and fitted with equipment of the highest grade, they may be depended upon to give years of pleasurable service. The James Bracket Two-speed or Sturmey Archer Three-speed hub can be supplied (see page 27).

**GENT'S—MODEL No. 7** **LADY'S—MODEL No. 8**

Price—

Model No. 7 **£5 10 0** Model No. 8 **£5 15 0** Net Cash

Hire Purchase Terms:

Weekly Payments of:—

Model No. 7—2/9

Model No. 8—3/-

Easy Payment Terms:

12 Monthly Payments of:—

Model No. 7—11/8

Model No. 8—12/3

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





## Imperial Light Tourist

### SPECIFICATION

**FRAME**—Sizes 21", 23" and 25"—Low built "Traffic-safe" design. Best high carbon steel tube, round section tapered chain and seat stays, completely brazed up. Lady's frame—curved top tube. Straight top tube optional.

**FORK**—Built with heavy butted stem, "D" fork crown, "D" to round fork blades, slotted for quick drop-out. Independent mudguard stay attachment.

**WHEELS**—26" x 1½" chromium plated, black centres, lined red.

**TYRES**—Dunlop First Grade Full Roadster, 26" x 1½". Optional to order, John Bull or Palmer.

**GEAR**—Sturmey-Archer Three-speed hub. Gent's=52, 69, 93, with 6½" cranks. Lady's=47, 64, 85, with 6½" cranks. Optional James Patent Improved Bracket Two-speed Gear.

**PEDALS**—James Rubber, ball-bearing.

**GEARCASE**—James registered design, detachable oil bath. Plated disc. Rigid attachment to brazed bosses on frame.

**HANDLEBAR**—As illustrated on Gent's, brazed brake lever lugs. Celluloid grips. Optional raised bar as illustrated on Lady's.

**BRAKES**—James exclusive design, front and rear rim, operated by roller levers. Spring arches, readily detachable without tools for removal of wheels. Attachment by brazed fittings to frame and forks.

**SADDLE**—Roadster type soft top spring seat or leather top with 3-coil enamelled springs.

**MUDGUARDS**—Easily detachable, efficient width steel with beaded extension.

**EQUIPMENT**—Tool bag, necessary spanners, oiler, approved N.P.L. rear reflector on white safety patch, also large celluloid inflater mounted on pegs brazed to frame.

**FINISH**—Brilliant black enamel on specially prepared rust-proofed surface. Lined fine red and gold. USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL. All-weather finish at no extra.



*Lady's Model No. 10*

Straight top tube frame to order



The Imperial Tourist Models follow the general specification of Models 7 and 8, but have in addition the choice of extra equipment of the James Patent Improved Bracket Two-speed or the Sturmey Archer Three-speed Hub Gears and Oil Bath Gearcase. A Bicycle so equipped is appreciated by those riders whose business or pleasure requires them to be on roads of varying gradients under all weather conditions.

**GENT'S—MODEL No. 9**

**LADY'S—MODEL No. 10**

**Price—Models Nos. 9 and 10 £7 2 6 Net Cash**

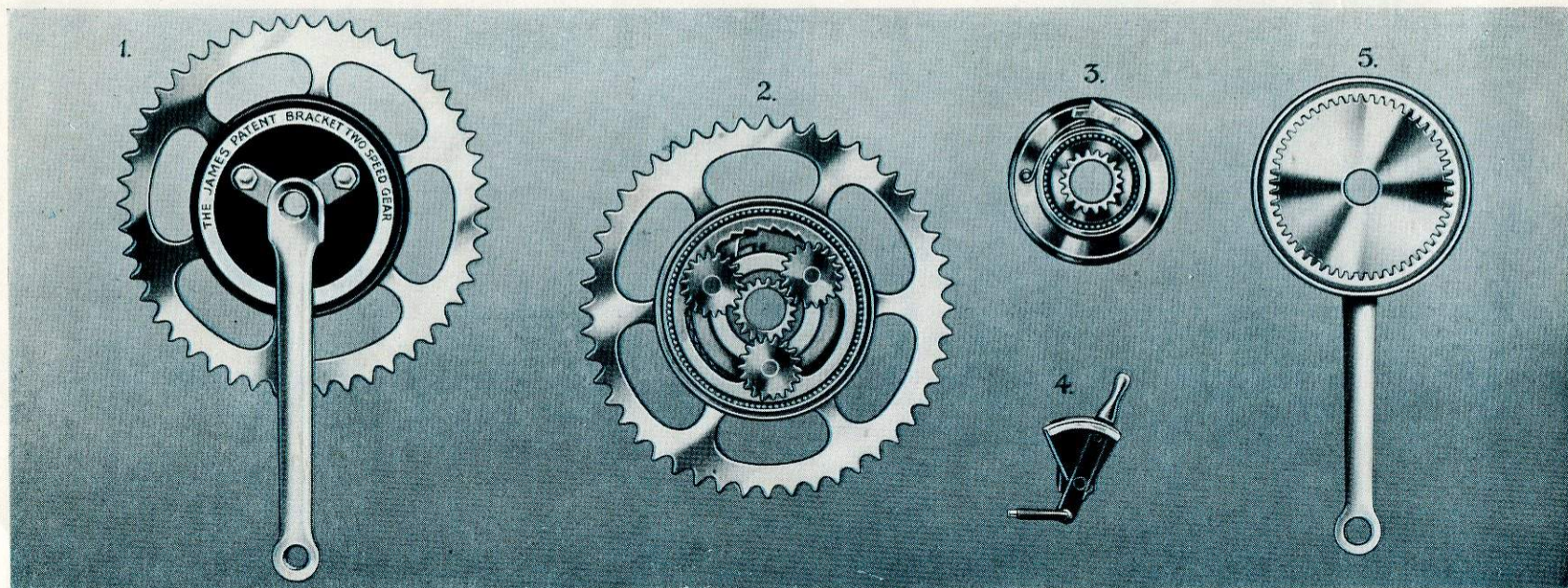
**Hire Purchase Terms: Weekly Payments of 3/6**

**Easy Payment Terms: 12 Monthly Payments of 15/3**

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



# The Famous James Improved Patent Two-Speed Bracket Gear



THE JAMES IMPROVED PATENT TWO-SPEED BRACKET GEAR increases power and decreases effort. On its normal gear it revolves solid on the bracket axle bearings, and no extra mechanism of any kind is brought into use. The power gear is obtained by a simple epicyclic train being brought into operation through the medium of a small lever attached to the top tube of the bicycle. When the rider desires the low gear a touch of the control lever and the power gear is brought into action, and the rider saves by the operation of this device 25 per cent. of the energy required to overcome the resistance of gradient or head wind. This result is accomplished with a minimum of mechanical loss, as no secondary chain, jockey pulley, additional sprockets or other added impedimenta are employed. The whole gear is self-contained in one unit, and is attached to the bottom bracket spindle by a standard crank cotter.

Illustration No. 1 shows the complete gear as fitted to a bicycle. It will be noticed how neat the device is, adding to the appearance of the bicycle.

Illustration No. 2 shows the chain wheel with the planet pinions of the epicyclic gear in position.

Illustration No. 3 shows the driving pawl which locks together the whole of the mechanism of the gear on the normal or top gear, which, as is well

known, is used for 80 per cent. of the time the bicycle is being ridden.

Illustration No. 4 shows the neat and effective control lever which is fitted. A simple movement backward brings the normal gear into operation, and the lever is released to the forward position for the low gear.

Illustration No. 5 shows the internal toothed member which is attached to the driving crank.

From the illustrations it will be apparent how sturdy, strong and simple are the component parts of this gear comparing the proportions of these parts with those which are used in a hub gear, the gear wheels of which are more like the pinion wheels from a clock rather than those which have to transmit the power of an energetic cyclist.

The Bracket Gear revolves at approximately one-third the number of times as compared with the hub gear, with the corresponding reduction of wear and tear, and in no way detracts from the liveliness of the machine.

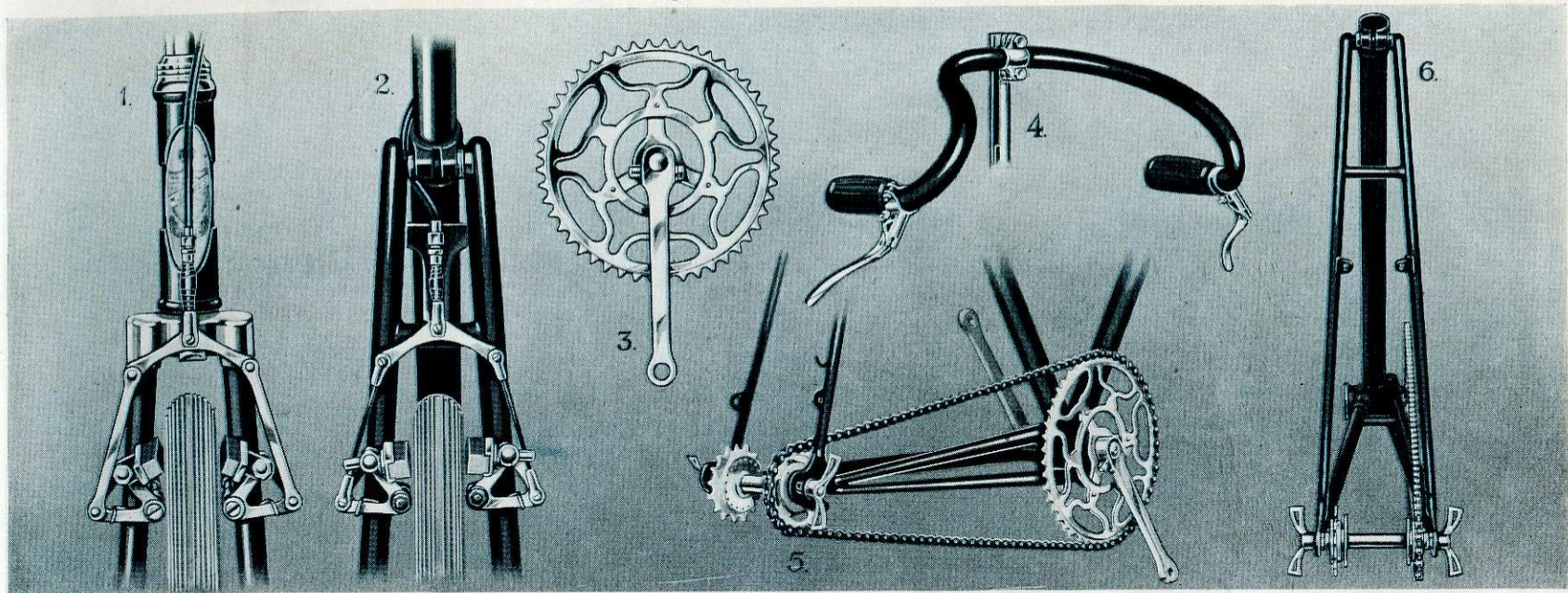
The JAMES IMPROVED PATENT TWO-SPEED BRACKET GEAR may be used in conjunction with an oil bath or other type of gearcase or chain cover, when its use entails no extra width of tread, and the chain line is in no way affected.

The Gear may be fitted to Tandems and Tricycles with equal efficiency.

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM



## Exclusive features of the Famous James Lightweights



Illustrations Nos. 1 and 2 show the JAMES Compensated Caliper Brakes, which are fitted to the Sports and Lightweight Models described and illustrated. This exclusive design provides an amazingly effective Brake, which adapts itself to any irregularities of the Rim. The operation of the Brakes is light, the slightest pressure on the solid lever being sufficient to provide effective retardation. Illustration No. 2 shows the Brake as fitted to the better models, and Illustration No. 1 shows the Brake as fitted to the Clubman Ace Models and Sports Light Roadsters. On the better models adjustment is provided by an eye bolt and sleeve, which gives a lateral as well as a radial adjustment. On the standard models the Brake Shoe is attached directly to the Fulcrum Lever; adjustment is obtained by altering the angle of the Brake Shoe to this component, but no lateral adjustment is possible.

Illustration No. 3 indicates the Chain Wheel, which is another distinctive feature of the famous JAMES Bicycle. The design is neat and attractive, and provides strength where it is most needed. The Crank fitting is the three-pin detachable type, the function of the bolts being to hold the Crank and Chain Wheel together, all actual drive being taken by bosses formed on the Chain Wheel. There is, therefore, no shearing stress on the attachment bolts.

Illustration No. 4 shows the JAMES Reversible and Adjustable Handlebar Lug, and also the Brake Levers as fitted to the Cable Braked Models. The Handlebar Lug allows the Handlebar to be entirely reversed if required, without risk of damage either to the Clip or the Celluloid Covering. The Levers are particularly neat and comfortable, and provide easy application of the Brakes.

Illustration No. 5 presents a view of the rear fork ends, showing the double sided hub as used on all Road Racing Models. The illustration also shows the triangulated chain stays (registered design) fitted to Road Racing Models as specified. All models are provided with steel fork ends, and particular care has been taken to ensure that they are parallel to each other.

Illustration No. 6 is taken from the rear of the frame and shows the seat stays with the brazed-up seat lug and brazed bridge. The illustration also shows the narrow track of the bicycle, and how the thrust of the chain is provided for by straight chain stay tubes. Both chain and seat stays are tapered tubes of the highest grade material, consequently, every ounce of power the rider puts into the pedals is transmitted to the back wheel.

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM



# The Famous James Clubman Ace Sports Models

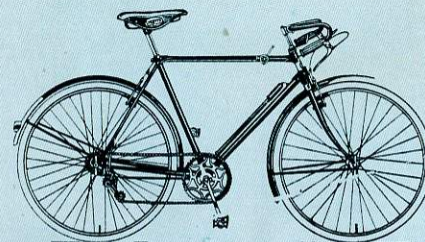


## LADY'S NO. 12 CLUBMAN ACE SPORTS

Price **£5 10 0** Net Cash

Hire Purchase Terms: Weekly Payments of **2/9**

Easy Payment Terms: 12 Monthly Payments of **11/8**



### Model 11 C.D.

With **CYCLO DERAILLEUR 3 SPEED**

Price **£6 12 6** Net Cash

Hire Purchase Terms:  
Weekly Payments of **3/3**

Easy Payment Terms:  
12 Monthly Payments of **14/3**  
or

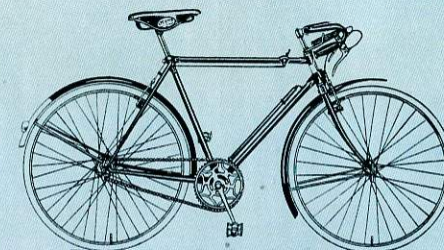
### Model 11 T.C.

With **TRIVELOX "C" 3 SPEED**

Price **£6 12 6** Net Cash

Hire Purchase Terms:  
Weekly Payments of **3/3**

Easy Payment Terms:  
12 Monthly Payments of **14/3**



### Model 11 S.A.

With **STURMEY ARCHER 3 SPEED HUB**

Price **£6 10 0** Net Cash

Hire Purchase Terms:  
Weekly Payments of **3/3**

Easy Payment Terms:  
12 Monthly Payments of **14/-**  
or

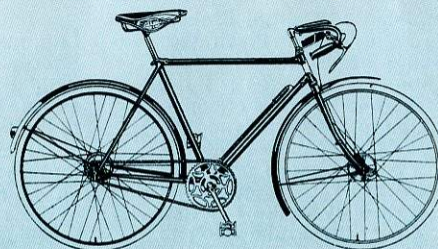
### Model 11 S.A.-A.R.

With **ULTRA CLOSE RATIO STURMEY ARCHER 3 SPEED GEAR**

Price **£6 15 0** Net Cash

Hire Purchase Terms:  
Weekly Payments of **3/6**

Easy Payment Terms:  
12 Monthly Payments of **14/6**



### Model 11 H.B.

With **INTERNAL EXPANDING HUB BRAKES**

Price **£6 5 0** Net Cash

Hire Purchase Terms:  
Weekly Payments of **3/3**

Easy Payment Terms:  
12 Monthly Payments of **13/6**

## VARIATIONS OF THE VERY POPULAR CLUBMAN ACE MODELS

AVAILABLE IN EITHER LADY'S OR GENT'S MODELS

For full specification see opposite page

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM





## Clubman Ace Sports

### SPECIFICATION

**FRAME**—Sizes 21" and 23" —Light type, low built, of best high carbon steel tube. Round section tapered chain and seat stays, completely brazed up. Forward drop-out fork ends. Lady's frame—straight top tube.

**FORK**—Built with heavy butted stem. Narrow "D" crown, "D" to round fork blades, solid machined ends for quick drop-out. Independent mudguard stay attachment.

**STEERING HEAD**—Machined from solid steel bar, afterwards correctly case hardened and ground, ensuring perfect alignment and easy steering.

**WHEELS**—26" × 1½" chromium plated narrow section Endrick steel rims. Special double sided racing hubs with wing nuts. Fitted one free wheel and one fixed sprocket.

**TYRES**—John Bull Firefly, or Dunlop Black Sports to order. 26" × 1½".

**GEAR**—Gent's—78 fixed and 69 free, with 6½" cranks. Lady's—72 fixed and 64 free, with 6½" cranks. For variable gears see opposite page.

**CHAINGUARD**—Hockey stick type to Lady's only.

**PEDALS**—Rat-trap racing pattern to Gent's. Rubber ball-bearing to Lady's.

**HANDLEBAR**—Gent's—Shallow Highgate as illustrated (or options as page 27), mounted on James adjustable extension. Covered black celluloid. Rubber grips.

Lady's—Flat topped as illustrated on opposite page.

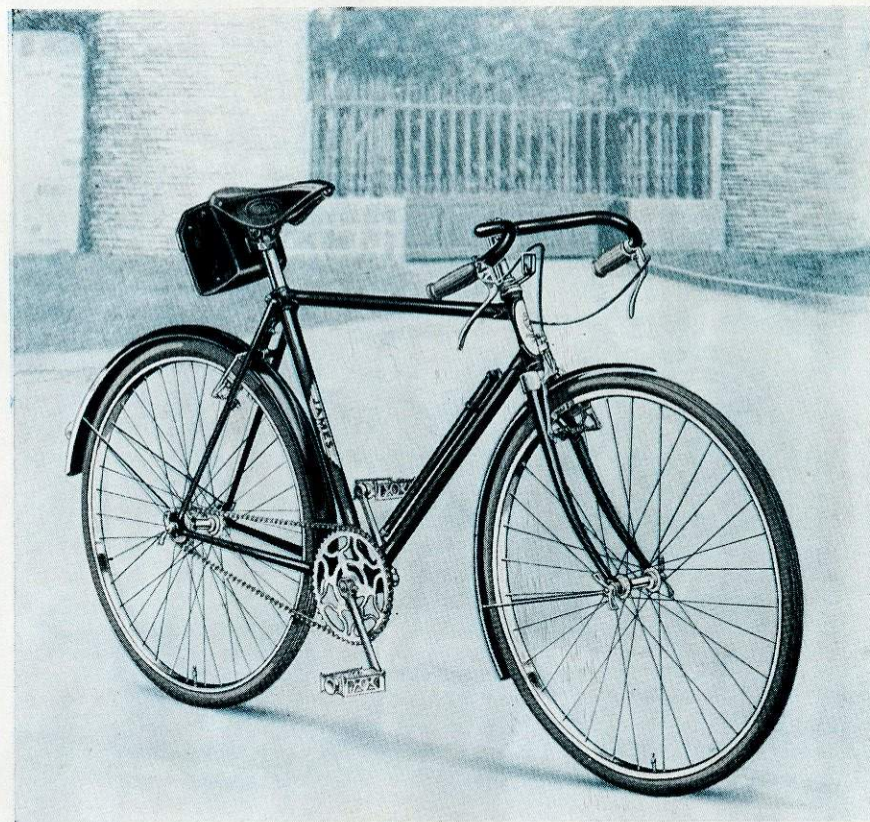
**BRAKES**—James exclusive design, fully compensated front and rear Caliper (see page 9). Cable operated. Solid levers, providing easy application. Attachment by brazed fittings on frame and fork.

**SADDLE**—Narrow leather R.R. type to Gent's. Soft top spring seat to Lady's.

**MUDGUARDS**—Narrow section steel with front extension. White celluloid, optional to order, not subject to guarantee.

**EQUIPMENT**—Touring bag, necessary spanners, oiler, approved N.P.L. rear reflector on white safety patch, also large celluloid inflater mounted on pegs brazed to frame.

**FINISH**—Brilliant black enamel on specially prepared rustproofed surface. USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL. Optional colours to order, Green or Maroon, 2s. 6d. extra.



The Clubman Ace Sports Models are worthy of the closest examination. Although listed at a popular price there is nothing cheap either in design or equipment. These models are built on the most up-to-date lines, having the "all brazed" construction always associated with "class" bicycles. The specification includes every essential feature necessary in the make-up of a very attractive sports model.

**GENT'S—MODEL No. 11**      **LADY'S—MODEL No. 12**

**Price—Models Nos. 11 and 12 £5 10 0 Net Cash**

**Hire Purchase Terms: Weekly Payments of 2/9**

**Easy Payment Terms: 12 Monthly Payments of 11/8**

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM





## Clubman Ace Light Roadster

### SPECIFICATION

**FRAME**—Sizes 21" and 23"—Light type, low built, of best high carbon steel tube. Round section tapered chain and seat stays, completely brazed up. Forward drop-out fork ends. Lady's frame—straight top tube.

**FORK**—Built with heavy butted stem. Narrow "D" crown. "D" to round fork blades, solid machined ends for quick drop-out. Independent mudguard stay attachment.

**WHEELS**—26" × 1½" chrome plated narrow section Endrick steel rims with Caliper brakes. Optional 26" × 1½" Westwood steel rims with roller lever brakes.

**TYRES**—Dunlop First Grade Roadster, 26" × 1½". John Bull or Palmer to order.

**GEAR**—Gent's=69 free. Lady's=64 free, with 6½" cranks.

**CHAINGUARD**—Hockey stick pattern to Lady's only.

**PEDALS**—James Rubber, ball-bearing, rat-trap optional.

**HANDLEBAR**—Comfort type, as illustrated, or options as page 27. Black celluloid covered, rubber grips.

**BRAKES**—James exclusive design fully compensated front and rear Caliper (see page 9), cable operated. Optional James front and rear rim, operated by roller levers. Attachment by brazed fittings on frame and fork. Expanding hub brakes 15/- extra.

**SADDLE**—Soft top spring seat, or leather 4-wire enamelled springs to order.

**MUDGUARDS**—Narrow section steel with front extension, easily detachable.

**EQUIPMENT**—Tool bag, necessary spanners, oiler, approved N.P.L. rear reflector on white safety patch, also large celluloid inflater, mounted on pegs brazed to frame.

**FINISH**—Brilliant black enamel on specially prepared rust-proofed surface. USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL. All-weather, All-black finish, no extra.

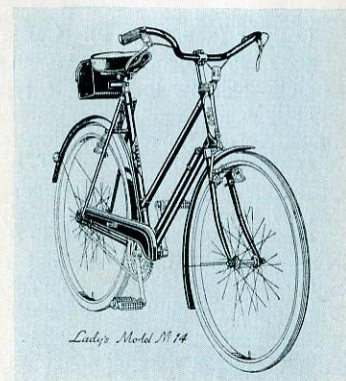
These are two new Models introduced into the 1938 James range to meet the requirements of those riders who, whilst desiring to take the fullest advantage of the modern lightweight bicycles so far as design, build and weight are concerned, yet wish to retain a more upright position than that provided by Models 11 and 12. This feature has been accomplished by the provision of an adjustable Comfort Type Handlebar, and other important variations in equipment.

**GENT'S—MODEL No. 13      LADY'S—MODEL No. 14**

**Price—Models Nos. 13 and 14 £5 10 0 Net Cash**

**Hire Purchase Terms: Weekly Payments of 2/9**

**Easy Payment Terms: 12 Monthly Payments of 11/8**



*Lady's Model No. 14*

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





## Clubman Ace Tourist

### SPECIFICATION

**FRAME**—Sizes 21" and 23"—Light type, low built, of best high carbon steel tube. Round section tapered chain and seat stays, completely brazed up. Forward drop-out fork ends. Lady's frame—straight top tube.

**FORK**—Built with heavy butted stem. Narrow "D" crown. "D" to round fork blades, solid machined ends for quick drop-out. Independent mudguard stay attachment.

**WHEELS**—26" × 1½" chrome plated narrow section Endrick steel rims, with Caliper brakes. Optional 26" × 1½" Westwood steel rims with roller lever brakes.

**TYRES**—Dunlop First Grade Full Roadster, 26" × 1½". John Bull or Palmer optional to order.

**GEAR**—Sturmey-Archer Three-speed hub. Gent's=52, 69, 93, with 6½" cranks. Lady's=47, 64, 85, with 6½" cranks. Optional James Patent Improved Bracket Two-speed Gear.

**PEDALS**—James Rubber, ball-bearing. Rat-trap optional.

**GEARCASE**—James registered design, detachable oil bath, plated disc, rigid attachment to brazed bosses on frame.

**HANDLEBAR**—Comfort type, as illustrated, mounted on James patent adjustable lug. Black celluloid covered, rubber grips.

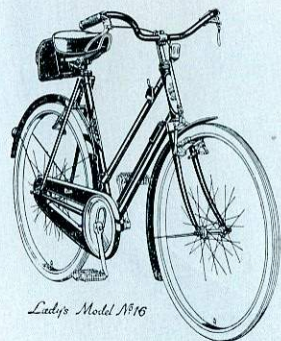
**BRAKES**—James exclusive design, fully compensated front and rear Caliper (see page 9), cable operated. Optional James front and rear rim, operated by roller levers. Attachment by brazed fittings to frame and fork. Expanding Hub Brakes 15/- extra.

**SADDLE**—Soft top spring seat, or leather 3-coil enamelled springs.

**MUDGUARDS**—Narrow section steel with front extension.

**EQUIPMENT**—Tool bag, necessary spanners, oiler, approved N.P.L. rear reflector on white safety patch, also large celluloid inflater mounted on pegs brazed to frame.

**FINISH**—Brilliant black enamel on specially prepared rust-proofed surface. Lined fine red and gold. USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL. All-weather finish optional.



Lady's Model No. 16



These Models represent a still further development of the Clubman type of Bicycle, built and equipped even more completely than Models 13 and 14. As will be seen, the specification is most comprehensive. Full advantage of all the good qualities of the Sports type of Lightweight Bicycles is retained, and such desirable additions as variable gears and oil bath gearcase are made which in no way destroy the liveliness and charm of the Sports type bicycle.

**GENT'S—MODEL No. 15**

**LADY'S—MODEL No. 16**

**Price—Models Nos. 15 and 16 £7 2 6 Net Cash**

**Hire Purchase Terms: Weekly Payments of 3/6**

**Easy Payment Terms: 12 Monthly Payments of 15/3**

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









## "GRAND PRIX" SUPER SPORTS MODEL

This is an entirely new and special model introduced for 1938 season, and includes all the most desirable features required by the clubman of experience. The specification includes the latest upright design frame, Russ pattern forks, and equipment of the finest quality.

**FRAME**—Sizes 19", 21" and 23"—Light racing type, UPRIGHT design, low built of best quality weldless chrome-molybdenum steel tube, special narrow section round tapered chain and seat stays, reinforced at vital points, cutaway lugs, completely brazed up. Lady's frame—straight top tube.

**FORK**—Russ pattern. Built with heavy butted stem, head clip fitting, narrow crown, round tapered fork blades, solid machined ends. Independent mudguard stay attachment, detachable lamp bracket. ALL CHROMIUM PLATED.

**WHEELS**—26" × 1½" chromium plated narrow section Endrick steel rims, centres enamelled maroon, lined gold. Chromium plated D.B. spokes.

**TYRES**—Dunlop High Pressure Road Racing, or John Bull R.R., 26" × 1½" W.O.

**GEAR**—Three-claw detachable crank and flanged chain wheel. Gent's=78 fixed and 69 free, with 6½" cranks. Lady's=72 fixed and 64 free, with 6½" cranks.

**CHAINGUARD**—Hockey stick pattern to Lady's only.

**PEDALS**—Racing rat-trap to Gent's. Rubber ball-bearing to Lady's.

**HANDLEBAR**—Shallow Highgate, as illustrated. Celluloid covered to order. Rubber grips. Mounted on James adjustable extension. Lady's Model—Flat topped as illustrated.

**BRAKES**—James exclusive design, fully compensated front and rear Caliper (see page 9). Cable operated. Solid levers, providing easy application. Attachment by brazed fittings to frame and fork.

**SADDLE**—Brooks' Champion leather to Gent's, soft top to Lady's.

**MUDGUARDS**—Black celluloid with quick release fittings.

**EQUIPMENT**—Touring bag, necessary spanners, oil gun, approved N.P.L. rear reflector on white safety patch, also large celluloid inflater mounted on pegs brazed to frame.

**LUBRICATION**—By Tecalemit high pressure system.

**FINISH**—Brilliant Superfine Black Enamel on specially prepared rustproofed surface. Front fork and USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL.

**WEIGHT**—See Schedule.

### WEIGHT OF STANDARD MODEL AS SPECIFIED:—

	lbs. ozs.		lbs. ozs.
21" Frame, enamelled .. .. .	4 8½	1 Renold Chain .. .. .	14
Seat bolt and nut .. .. .	1 12½	Weight of Fittings .. .. .	7 8½
Russ Fork .. .. .	2	1 Pair D.S. Hubs .. .. .	1 2
Detachable Lamp Bracket, complete ..	2	1 Gross 15/17 Spokes and Nipples ..	13½
Complete Set of Head Fittings .. ..	7	1 Pair 26" × 1½" Endrick Rims ..	2 10½
Complete Set of Bracket Fittings, including Axle .. .. .	14	1 Pair Dunlop High Pressure Tyres, Tubes and Rim Tapes .. .. .	2 8
Ball-bearings .. .. .	1	1 16T Sprocket and Lock Ring ..	2½
10" Straight Seat Pillar .. .. .	5½	Wing Nuts .. .. .	4
46T Chainwheel and Cranks, complete with Cotters .. .. .	1 11½	Weight of Wheels .. .. .	7 8½
Weight of Frame .. .. .	9 15½	Total weight of Bicycle .. .. .	25 0
Lightweight Racing Pedals .. .. .	1 0	15" Celluloid Inflater .. .. .	4½
16" Shallow Highgate Bend .. .. .	1 7	Touring Bag and Tools .. .. .	1 1½
Adjustable Handlebar Stem .. .. .	7½	Weight of Equipment .. .. .	1 6
Pair Handlebar Grips .. .. .	2½	Total .. .. .	26 6
Brooks' B.15 Saddle .. .. .	1 8½	James Rear Brake .. .. .	1 0
James Front Brake .. .. .	15½	18T Freewheel .. .. .	7½
1 Pair Lightweight Celluloid Guards and Reflector .. .. .	1 1		

### SPECIAL EXTRAS FOR THIS MODEL

	£	s.	d.
James Bracket 2-speed .. .. .	1	0	0
S.A. 3-speed .. .. .	1	1	0
S.A. 3-speed Close Ratio .. .. .	1	1	0
S.A. 3-speed Medium Ratio .. .. .	1	1	0
S.A. 3-speed Ultra Close Ratio A.R. Model .. .. .	1	5	3
Cyclo Deraileur 3-speed .. .. .	1	5	0
Trivelox C.I. 3-speed .. .. .	1	2	6
Maroon, Green or Blue Finish .. ..	2	6	
Ivory White Finish .. .. .	5	0	
Flamboyant Colour Finish as illustrated or in Green, Blue or Bronze .. .. .	10	0	
Chrome Rear Fork Ends .. .. .	6	0	
Flamboyant Finish Any Colour on All Chrome Frame and Fork as Model 24 .. .. .	2	2	0



GENT'S—MODEL No. 19

LADY'S—MODEL No. 20

Price Nos. 19 & 20 **£7 15 0** Net Cash

Hire Purchase Terms: Weekly Payments of 3/9

Easy Payment Terms: 12 Monthly Payments of 16/6

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM





Designed by Clubmen for Clubmen. This model will be found to meet the ideal set by thousands of Clubmen who 'KNOW' a Bicycle, and what it should be. Design, Life, Weight, Riding Position, Ease of Adjustment, General Appearance, Finish and Equipment, these and many other points have been carefully watched, before presenting this model to the keen, critical judgment of the Club Rider.

**GENT'S—MODEL No. 17      LADY'S—MODEL No. 18**

**Price—Models Nos. 17 and 18 £6 12 6 Net Cash**

Hire Purchase Terms: Weekly Payments of 3/3

Easy Payment Terms: 12 Monthly Payments of 14/3

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



## **North Road Sports Ace**

### **SPECIFICATION**

**FRAME**—Sizes 21" and 23"—Light type, low built, of best high carbon steel tube. Round section tapered chain and seat stays, completely brazed up. Forward drop-out fork ends. Lady's frame—straight top tube.

**FORK**—Built with heavy butted stem. Narrow "D" crown, "D" to round fork blades, solid machined ends for quick drop-out. Independent mudguard stay attachment. All chrome plated.

**WHEELS**—26" x 1 1/4" chromium plated narrow section Endrick steel rims, centres enamelled maroon, lined gold. Special free wheel double-sided racing hubs with wing nuts. Fitted one fixed sprocket.

**TYRES**—Dunlop Sprite Road Racing or John Bull, 26" x 1 1/4" W.O.

**GEAR**—Three-claw detachable crank and flanged chain wheel. Gent's = 78 fixed and 69 free, with 6 1/2" cranks. Lady's = 72 fixed and 64 free, with 6 1/2" cranks. S.A. ultra close ratio A.R. model 25/3 extra.

**CHAINGUARD**—Hockey stick pattern to Lady's only.

**PEDALS**—Racing rat-trap to Gent's. Rubber ball-bearing to Lady's.

**HANDLEBAR**—Shallow Highgate, as illustrated. Black celluloid covered. Rubber grips. Mounted on James adjustable extension. Lady's Model—Flat topped as illustrated.

**BRAKES**—James exclusive design, fully compensated front and rear Caliper (see page 9). Cable operated. Solid levers providing easy application. Attachment by brazed fittings to frame and fork.

**SADDLE**—Brooks' R.R. leather to Gent's, and soft top to Lady's.

**MUDGUARDS**—Black celluloid with quick release fittings.

**EQUIPMENT**—Touring bag, necessary spanners, oiler, approved N.P.L. rear reflector on white safety patch, also large celluloid inflater mounted on brazed pegs.

**LUBRICATION**—By Tecalemit high pressure system.

**FINISH**—Brilliant black enamel on specially prepared rust-proofed surface. FRONT FORK and USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL. Flamboyant finish 10s. extra.



*Lady's Model No. 18*





## All Rounder Super Sports Ace

### SPECIFICATION

**FRAME**—Sizes 20", 21", 22" or to order—Special light UPRIGHT design, low built racing type of best quality weldless chrome-molybdenum steel tube, WITH REGISTERED DESIGN TRIANGULATED RIGHT HAND CHAIN STAY, special narrow section round tapered chain and seat stays. Extremely rigid. All lugs cutaway and lightened. Completely brazed up. Drop-out ends. Lady's frame—straight top tube.

**FORK**—Built with heavy butted stem, head clip fitting, narrow crown, round tapered Russ pattern fork blades, solid machined ends. Independent mudguard stay attachment, detachable lamp bracket. ALL CHROMIUM PLATED.

**WHEELS**—26" x 1 1/4" chromium plated narrow section Endrick steel rims, centres enamelled maroon, lined gold. Built with D.B. chromium plated spokes on special free wheel double sided racing hubs with locked cones and wing nuts. Fitted one fixed sprocket.

**TYRES**—Dunlop High Pressure Road Racing, or John Bull R.R. to order. 26" x 1 1/4".

**GEAR**—Three-claw detachable crank and flanged chain wheel. Gent's = 78 fixed and 69 free. Lady's = 72 fixed and 64 free. 6 1/2" cranks or 7" to order. S.A. ultra close ratio A.R. model, 25/3 extra.

**CHAINGUARD**—Hockey stick pattern to Lady's only.

**PEDALS**—Solid centre 3 1/4" rat-trap, light racing type.

**HANDLEBAR**—Marsh, Lauterwasser or Shallow Highgate on James adjustable extension. Black celluloid covered, super sponge grips.

**BRAKE**—James exclusive design fully compensated Caliper to rear.

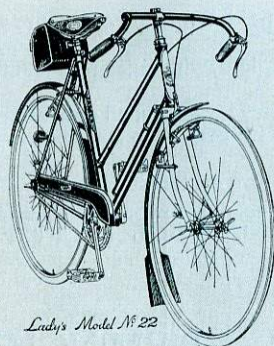
**SADDLE**—Brooks' Champion or Lycett Aero, on straight seat pillar.

**MUDGUARDS**—Black celluloid with quick release fittings, white safety patch.

**EQUIPMENT**—Touring bag with necessary spanners, oil gun, approved N.P.L. rear reflector mounted on plate brazed to frame, also large celluloid inflater on brazed pegs.

**LUBRICATION**—By Tecalemit high pressure system.

**FINISH**—Brilliant black enamel on specially prepared rust-proofed surface. FRONT FORK and USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL.



Lady's Model No. 22



The "All Rounder" Super Sports Ace has for a number of years been one of our most famous Sports Models, and it is our constant effort to keep this fine model as the very apex of our range. The registered design of Frame has a triangulated right hand chain stay, which stiffens the rear portion of the frame enormously and ensures that every ounce of effort is used in the propulsion of the machine.

GENT'S—MODEL No. 21      LADY'S—MODEL No. 22

Price—Models Nos. 21 and 22 **£8 15 0** Net Cash

Hire Purchase Terms: Weekly Payments of 4/3

Easy Payment Terms: 12 Monthly Payments of 18/9

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





The Vitesse Jaslyte Ace is one of our finest high grade models. Built on the latest upright design, with finely shaped and lightened lugs, the highest grade materials and our registered triangulated chain stay, it makes a most desirable mount. This model is our "made to measure" model, built to the rider's specification throughout and, within very wide limits, without any extra charges. This model is equal to any, and superior to most, of the speciality manufacturers' products.

#### **GENT'S—MODEL No. 23**

**Price—Model No. 23 £11 11 0 Net Cash**

**Hire Purchase Terms: £1 Deposit and Weekly Payments of 5/6**

**Easy Payment Terms: 12 Monthly Payments of £1 4 9**



## **Vitesse Jaslyte Ace**

### **SPECIFICATION**

**FRAME**—Sizes 20", 21", 22" or to order. Special light UPRIGHT design, low built racing type, chrome-molybdenum or H.M. special light steel tube, WITH REGISTERED DESIGN TRIANGULATED RIGHT HAND CHAIN STAY, special narrow section round tapered chain and seat stays. Extremely rigid. All lugs cut away and lightened. Completely brazed up. Drop-out fork ends.

**FORK**—Built with heavy butted stem, head clip fitting, narrow crown, round tapered Russ or Resilion pattern fork blades, solid machined ends. Independent mudguard stay attachment, detachable lamp bracket. ALL CHROMIUM PLATED.

**WHEELS**—26" x 1 1/4", special narrow section Endrick steel rims, chromium plated, centres enamelled maroon and lined gold, chromium plated double butted spokes on special single sided racing hub, and lightweight front hub with locked cones and wing nuts.

**TYRES**—Dunlop High Pressure Road Racing, or John Bull R.R. to order, 26" x 1 1/4".

**GEAR**—Simplex 3-speed and special light type 3-claw detachable crank and flanged chain wheel, with 6 1/2" or 7" cranks to order. Optional S.A. ultra close ratio A.R. model.

**PEDALS**—Solid centre 3 1/4" light racing type.

**HANDLEBAR**—Marsh, Lauterwasser or Shallow Highgate on James adjustable extension, black celluloid covered, super sponge grips.

**BRAKES**—James exclusive design, fully compensated Caliper to rear wheel, cable operated, solid lever, providing easy application. Attachment by brazed fittings.

**SADDLE**—Brooks' Champion, or Mansfield Ormond, or to order, on straight seat pillar.

**MUDGUARDS**—Featherweight black celluloid, with quick release fittings, white safety patch.

**EQUIPMENT**—Touring bag, with necessary spanners, oil gun, approved N.P.L. rear reflector mounted on plate brazed to frame, also large celluloid inflater on brazed pegs.

**LUBRICATION**—By Tecalemit high pressure system.

**FINISH**—Brilliant black enamel on specially prepared rustproofed surface, front fork chromium plated. USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL.

**WEIGHT**—25 lbs. less tools.

**THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM**





## Flamboyant Chromium Flying Ace

### SPECIFICATION

**FRAME**—Size to order. Built of Accles & Pollock special light gauge chrome-molybdenum, or Reynolds 531 tubing. 74° upright design, continental cutaway lugs, special narrow section round tapered chain and seat stays, extremely rigid, completely brazed up. Wheelbase 41", bracket height 11", or to order. Drop-out fork ends.

**FORK**—Built with butted stem, narrow crown, round tapered Russ, Resilion or semi-straight fork blades, in chrome-molybdenum or 531 tube. Solid machined fork ends, independent mudguard stay attachment.

**WHEELS**—27", chromium plated, special light narrow section Endrick steel rims, centres enamelled flamboyant colour to match frame, lined gold. Built with D.B. black enamelled spokes on Lightweight rear hub, and wide flange front hub, with locked cones and wing nuts.

**TYRES**—Dunlop High Pressure Road Racing, 27".

**GEAR**—Simplex 3-speed and Williams Lightweight 3-claw detachable crank, and flanged chain wheel, with 7" cranks, 6½" to order. Optional S.A. ultra close ratio A.R. model.

**PEDALS**—Special light racing type.

**HANDLEBAR**—Continental, Shallow Highgate, 16" wide, or to order, in Reynolds Hiduminium R.R. 56, on 2" extension to order. Super sponge grips.

**BRAKES**—Front or rear James or Resilion Cantilever, or Webb, to order.

**SADDLE**—Brooks' B.19N., or Mansfield Ormond to order.

**MUDGUARDS**—Featherweight black or white celluloid, quickly detachable. Brazed on fittings to frame and fork.

**EQUIPMENT**—Tecalemit high pressure oil gun, necessary spanners, large celluloid inflater, large size extra quality two pocket Touring Bag or Tool Wallet, approved N.P.L. rear reflector.

**FINISH**—The complete frame and fork is specially polished and CHROMIUM PLATED ALL OVER, and the flamboyant colour finish is applied, terminated with coloured bands as illustrated. The flamboyant colours available to order are Blue, Red, Green, Orange or Gold.

**WEIGHT**—25 lbs.

Price—Model No. 24 **£15 0 0** Net Cash

Hire Purchase Terms: £2 Deposit & Weekly Payments of 6/9

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



We also offer the Stadium Ace Track Model, No. 24T, built to similar general specification as above, but fitted with track fork ends to frame. Wheels built with Airlite Wide Flange Continental Pattern Hubs, and Fiamme Rims, with Dunlop No. 3 Tubular Tyres, or to order. Handlebars taped in lieu of grips. Any reasonable variation of specification can be arranged for to meet individual requirements.

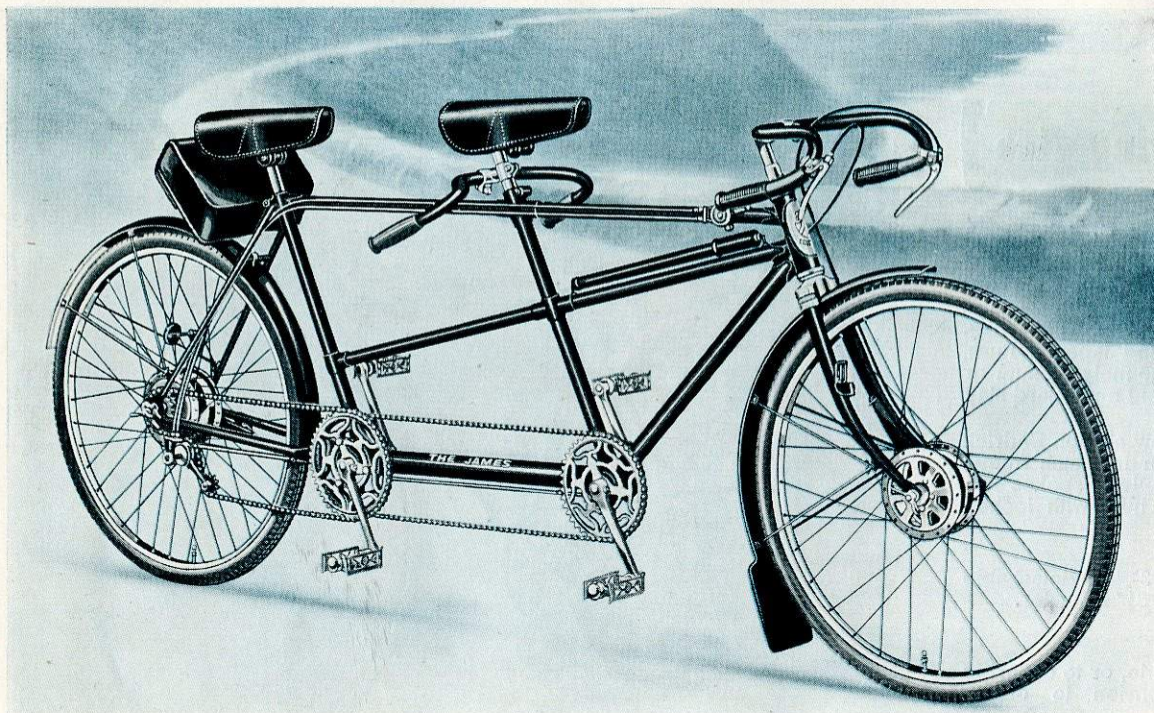
Price—Model No. 24T **£15 0 0** Net Cash

Hire Purchase Terms: £2 Deposit & Weekly Payments of 6/9

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

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM





The "Touring Ace" Tandem has fully justified the confidence we had in introducing it to our range last year. Its popularity can easily be understood when the specification is compared with the price. For 1938 we have still further improved the Model by the addition of the Cyclo Derailleur Three-speed, which will make this the most exceptional Tandem value ever offered.

**Price—Models Nos. 25 & 25LB £15 15 0 Net Cash**

**Hire Purchase Terms: £2 Deposit and Weekly Payments of 7/-**

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

**The Trivelox Three-speed Derailleur Gear may be fitted at 10s. extra.**

**FINISH—Superfine black enamel on rustproofed surface. ALL BRIGHT PARTS CHROMIUM PLATED ON NICKEL.** All-black finish supplied to order, no extra. Coloured enamels to order £1 0s. 0d. extra. White enamel £1 5s. 0d. extra.

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



## **Touring Ace Tandem**

### **SPECIFICATION**

**FRAME**—20" or 21", front and rear. Built of high carbon weldless steel tube, seat stays brazed at seat lug. Drop-out fork ends. Mudguard eyes and reflector lug brazed on. Optional Lady Back (as inset).

**FORK**—Built with heavy butted stem, oval to round tapered fork blades with solid fork ends brazed in and solid crown. Brazed-on lug for front lamp bracket.

**WHEELS**—26" x 1 1/8" Endrick rims, chrome finish. Butted spokes 12 x 14 G. Wing nuts to front and rear.

**TYRES**—26" x 1 1/8" John Bull Tandem.

**GEAR SETS**—Special Tandem pattern front and rear, 6 1/2" 3-pin fixing cranks or 7" to order. Standard gears, 89, 73, 54.

**PEDALS**—Racing rat-trap, or rubber to order. full ball-bearing.

**HANDLEBARS**—As illustrated, Marsh level grip front, North Road rear, fitted Sports grips. Adjustable to front and rear.

**HUBS AND BRAKES**—Internal expanding hub brake to front, specially designed for tandem work. Rear hub Cyclo Derailleur Three-speed and hub brake. Quick release forward drop-out. Emergency brake operated by rear rider on rear rim, 12s. 6d. extra.

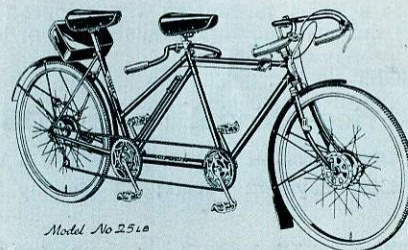
**SADDLES**—Spring seat to front and rear. Lycett's Aero soft top seats 2s. each extra.

**MUDGUARDS**—Full width celluloid, white safety patch.

**CHAINS**—1/2" pitch, roller, front adjusted by special eccentric bracket.

**LUBRICATION**—By Tecalet high pressure system.

**EQUIPMENT**—Touring bag and necessary spanners, approved rear reflector and detachable front lamp bracket. Full size inflator mounted on pegs brazed to frame.







## CLUBMAN ACE "C.T.C." TANDEM

### SPECIFICATION

**FRAME**—20" or 21" front and rear, or to order. Seat stays brazed at seat lug. Tapered chain stays. Mudguard eyes and reflector lug brazed on. Wheelbase 64", Bracket Height 10½".

**FORK**—Built with heavy butted stem. Head clip fitting, oval to round tapered fork blades with solid fork ends brazed in and solid crown. Brazed-on lug for front lamp bracket. Mudguard eyes brazed on.

**WHEELS**—26" × 1½" Endrick rims, chrome finish. Butted spokes 12 × 14 G.

**TYRES**—Fort Dunlop Translucent, or John Bull Gristly Tandem, 26" × 1½".

**GEAR SETS**—James pattern front and rear, 6½" 3-pin fixing cranks, or 7" to order.

**PEDALS**—Lightweight racing type, solid centres.

**HANDLEBARS**—As illustrated, Marsh level grip to front and North Road rear, or optional as page 27. Front and rear on adjustable lugs.

**HUBS**—Rear Hub Trivelox special Tandem Three-speed hub (Gears 54, 73, 89) or to order. Front hub and brake special Tandem design.

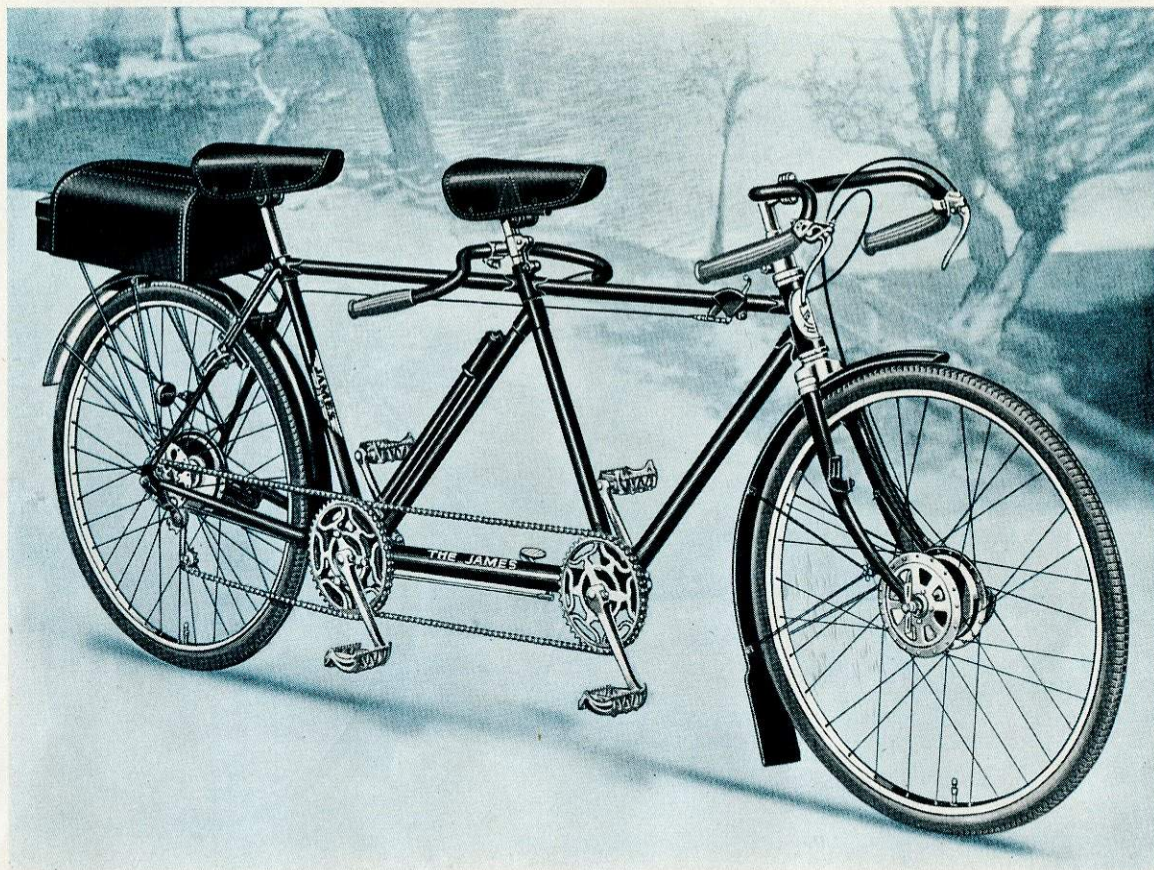
**BRAKES**—Front expanding brake and rear caliper brake operated by solid levers. Third brake operated by front rider on rear hub by heel pedal.

**SADDLES**—Brooks' Champion to front and rear, or Lycett Aero soft top.

**MUDGUARDS**—Celluloid, full width, double stays, quickly detachable, white safety patch.

**EQUIPMENT**—Touring valise on permanent carrier, and necessary spanners, approved rear reflector and detachable front lamp bracket, large celluloid inflater mounted on pegs brazed to frame.

**FINISH**—Superfine black enamel on rustproofed surface. BRIGHT PARTS CHROMIUM PLATED ON NICKEL.



The design of the "Clubman Ace" Tandem will immediately appeal to those riders who desire a fast, light and rigid machine. This Model is light, lively and yet strong enough to stand the stress of long distance club riding or road racing. The wheelbase has been shortened to give a stiffer drive without sacrificing the rear rider's comfort.

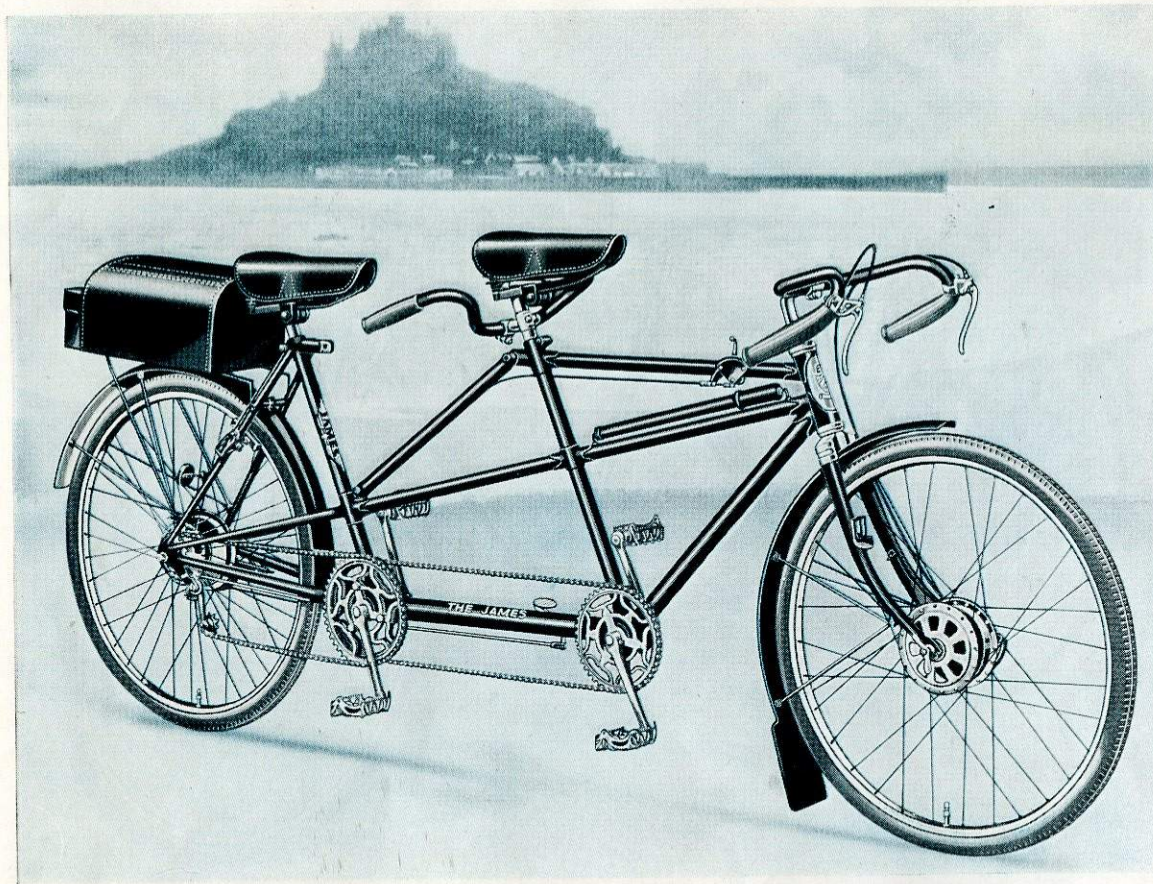
Price—Model No. 26 £16 16 0 Net Cash

Hire Purchase Terms: £2 Deposit and Weekly Payments of 7/6

Easy Payment Terms: 12 Monthly Payments of £1 16 0

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM





The "Arrow Ace" Tandem is without doubt the finest Touring Tandem marketed to-day. It is designed for mixed couples, but the patent convertible frame also enables the Machine to be used as a Double Gent's.

Price—Model No. 27 **£17 17 0** Net Cash

Hire Purchase Terms: **£2** Deposit and Weekly Payments of **8/-**  
Easy Payment Terms: 12 Monthly Payments of **£1 18 0**

The James patent Improved Bracket Two-speed Gear, the Sturmey-Archer Tandem Three-speed Hub Gear, or the Cyclo Deraillleur Three-speed Gear may be fitted at no extra, in lieu of the Trivelox Three-speed Gear.

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM



## Arrow Ace Convertible Touring Tandem

### SPECIFICATION

**FRAME**—20" or 21" front and rear, or to order. Built of high carbon weldless steel tube. Seat stays brazed at seat lug. Tapered chain stays. **REAR TOP TUBE ADJUSTABLE TO PROVIDE DROP FRAME FOR "LADY-BACK"** as required.

**FORK**—Built with heavy butted stem, oval to round tapered fork blades, with solid fork ends brazed in and solid crown. Brazen lug for front lamp bracket and mudguard eyes.

**WHEELS**—26"  $\times$  1 $\frac{3}{8}$ " Endrick rims, chrome finish. Butted spokes 12  $\times$  14 G. Wing nuts to front and rear.

**TYRES**—Fort Dunlop Translucent or John Bull Gristly Tandem, 26"  $\times$  1 $\frac{3}{8}$ ".

**GEAR SETS**—James pattern front and rear, 6 $\frac{1}{2}$ " 3-pin fixing cranks or 7" to order.

**PEDALS**—Full ball-bearing rat-trap, or rubber to order.

**HANDLEBARS**—As illustrated, front Marsh level grip on extension, North Road rear. Both adjustable and celluloid covered. Rear handlebar adjustable for height.

**HUBS**—Rear hub Trivelox special Tandem Three-speed hub and brake. Gears 54, 73, 89, or to order. Front hub internal expanding hub brake.

**BRAKES**—Front expanding brake and rear caliper brake operated by solid levers. Third brake operated by front rider on rear hub by heel pedal.

**SADDLES**—Lycett Aero or Brooks' spring seats to front and rear.

**MUDGUARDS**—Celluloid, full width, double stays, quickly detachable, white safety patch.

**EQUIPMENT**—Touring valise on permanent carrier, and necessary spanners, approved rear reflector and detachable front lamp bracket. Large celluloid inflator mounted on pegs brazed to frame.

**FINISH**—Superfine black enamel on rustproofed surface. **BRIGHT PARTS CHROMIUM PLATED ON NICKEL.**





## Model De Luxe Tricycles

Our "Model de Luxe" Tricycles need no introduction as they have been known for many years. They are specially designed, built and equipped for those who prefer the stability of the three-wheeler. We continue to offer these Models in the knowledge that they are without doubt the finest Tricycles marketed to-day. Both Models are equipped with the James Patent Improved Two-speed Gear.

**GENT'S—MODEL No. 37**

**LADY'S—MODEL No. 38**

### SPECIFICATION

**FRAME**—Sizes 22" and 24", or to order. Low built design of best high carbon weldless steel tube. Round section chain and seat stays. Lady's frame—curved top tube.

**FORK**—Built with heavy butted stem. "D" fork crown. "D" to round fork blades.

**STEERING HEAD**—Machined from solid steel bar, afterwards correctly hardened and ground, ensuring perfect alignment and easy steering.

**WHEELS**—26"  $\times$  1 $\frac{1}{2}$ ", chromium plated, enamelled black, centres lined red.

**TYRES**—Dunlop First Grade Full Roadster, 26"  $\times$  1 $\frac{1}{2}$ " W.O. Optional to order, John Bull or Palmer Roadster.

**GEAR**—James Patent Improved Bracket Two-speed Gear (see page 8). Gent's 64 and 47, with 7" cranks. Lady's 57 and 44, with 6 $\frac{1}{2}$ " cranks, or to order.

**PEDALS**—James Rubber, ball-bearing.

**GEARCASE**—James registered design, detachable oil bath. Rigid attachment.

**HANDLEBAR**—As illustrated, celluloid covered to brazed brake lever lugs. Celluloid grips.

**BRAKES**—Front hub internal expanding brake, and front rim applied by roller levers.

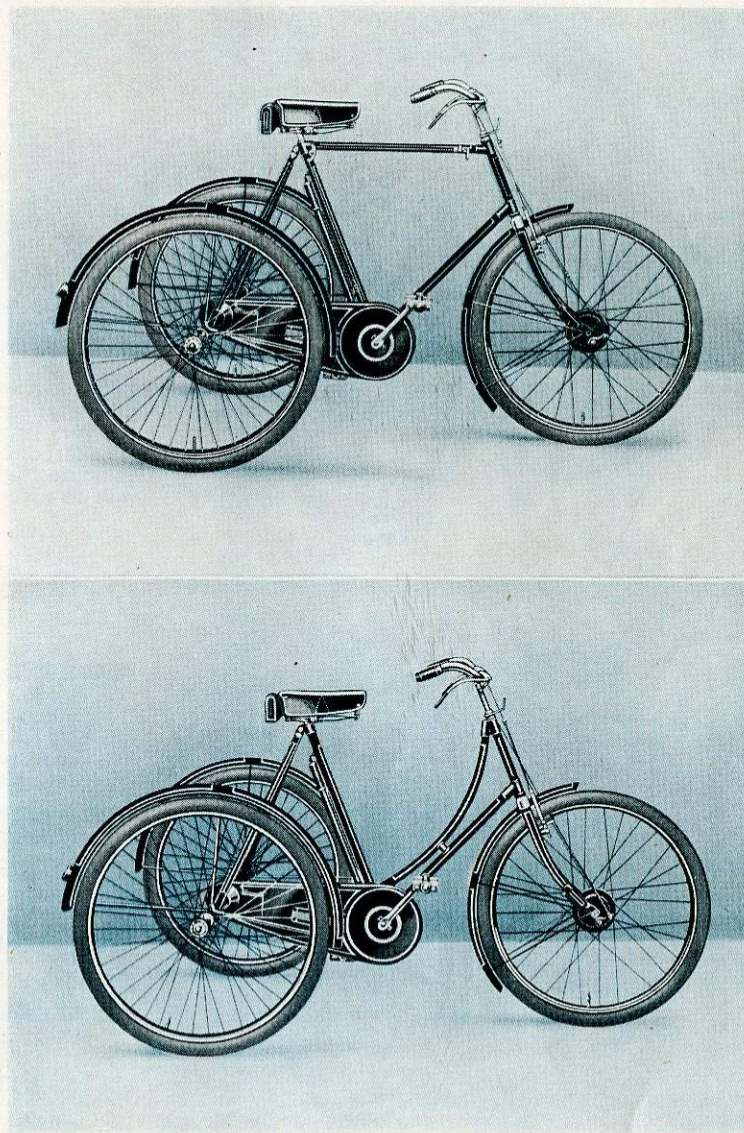
**AXLE**—Patented design, with free wheel. Width overall 31 $\frac{1}{2}$ " or to order.

**SADDLE**—Lycett Aero spring seat, or Brooks' to order.

**MUDGUARDS**—Full set, including side guards, easily detachable, efficient width steel with front extension.

**EQUIPMENT**—Tool bag, necessary spanners, oiler, approved N.P.L. rear reflector on white safety patch, also large celluloid inflater mounted on pegs brazed to frame.

**FINISH**—Brilliant black enamel on specially prepared rustproofed surface. Lined fine gold. **USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL.** Optional All-weather finish to usual bright parts no extra.



Price—Models Nos. 37 and 38 **£25 0 0** Net Cash

Easy Payment Terms: 12 Monthly Payments of £2 13 9

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM





## Boy's and Girl's Models

**T**HE ringing laughter of happy children fills the air as, care free, they find health and happiness riding along the country lanes, or in the parks and gardens, on their sturdy little James bicycles or tricycles.

"Safety first" is naturally always uppermost in the parent's mind—and rightly so, because unless these little machines are built like the "grown-up" kind, with the same high standard of engineering efficiency and finish, and with good honest workmanship and materials, danger must always threaten the young riders.

The whole range of James Juvenile bicycles and tricycles are perfectly made, and are actually tested to bear a man's weight before leaving the works. The brakes, which on some other makes are merely put on for show only, are one of the "Safety-first" features on every James machine. They are built, as every James bicycle is, up to a standard, not down to a Price!

No effort or expense has been spared to make these miniature models all that the most solicitous parent could desire for the safety, comfort, and enjoyment of his child. Every detail has been carefully studied with an affectionate regard for the welfare of the youthful rider.

### BOY'S—MODEL No. 29

### GIRL'S—MODEL No. 30

#### SPECIFICATION

**FRAME AND WHEELS**—Low built "Traffic-safe" design. Best high carbon steel tube, "D" section chain and seat stays. Sizes 16" with 22", 18" with 24", 20" with 26" wheels. Hubs flange pattern, rims chromium plated, black centres.

**FORK**—Built with heavy butted stem, "D" fork crown, "D" to round fork blades.

**STEERING HEAD**—Machined from solid steel bar, afterwards correctly hardened and ground, ensuring perfect alignment and easy steering.

**TYRES**—Dunlop First Grade Juvenile W.O.

**PEDALS**—Rubber, ball-bearing.

**CHAIN COVER**—Metal chain guard to Girl's No. 30 only.

**HANDLEBAR**—Standard raised, as illustrated, roller levers, celluloid grips.

**BRAKES**—Roller lever front and rear rim, quickly detachable, simple adjustment, powerful action.

**SADDLE**—Comfortable 3-coil enamelled springs.

**MUDGUARDS**—Easily detachable, efficient width steel, front extension, single stay pattern.

**EQUIPMENT**—Tool bag, necessary spanners, oiler, approved N.P.L. rear reflector on white safety patch, also celluloid inflater and clips.

**FINISH**—Brilliant Black Enamel on specially prepared rustproofed surface, lined fine red. **USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL.** All-black finish, no extra.

Price — Models Nos. 29 and 30 **£4 15 0** Net Cash

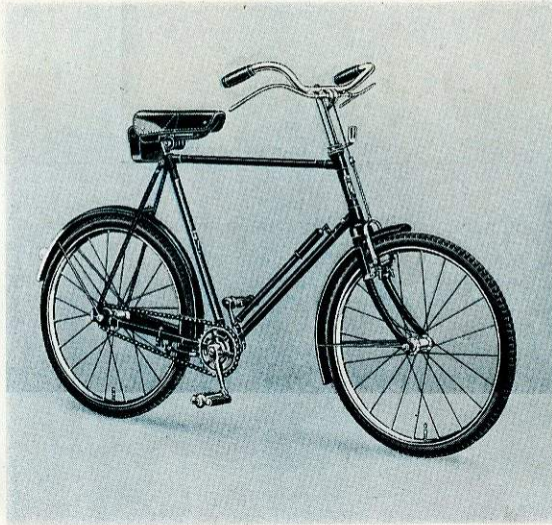
Hire Purchase Terms: Weekly Payments of 2/6

Easy Payment Terms: 12 Monthly Payments of 10/3

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM



# "Tweenie" Boy's and Girl's Models



**T**HE "Tweenie," as its name implies, has been designed to provide the link between the "Pixie" or "Brownie" type of bicycle. The frame is low built, therefore "traffic-safe," whilst the design ensures maximum strength with light weight. Ball-bearings are fitted throughout as in an adult's cycle. The wheels are fitted with first grade pneumatic tyres on standard rims, and the machine is finished in superfine black enamel, lined red, with chromium plated fittings. The gearing is low, so as to avoid any fatigue or strain to the young rider, at the same time the whole machine is constructed to withstand the hard usage of juvenile owners.

## BOY'S—MODEL No. 31

**FRAME AND WHEELS**—Low built "Traffic-safe" design. Best high carbon steel tube, round section seat stays, "D" chain stays. Sizes 14" with 16", 16" and 18" with 18" wheels. Hubs flange pattern, rims chromium plated, black centres.

**FORK**—Built with heavy butted stem, "D" fork crown, "D" to round fork blades.

**STEERING HEAD**—Machined from solid steel bar, afterwards correctly case hardened and ground, ensuring perfect alignment and easy steering.

**TYRES**—Dunlop Junior pneumatic, 1 3/8", W.O.

**PEDALS**—Rubber, ball-bearing.

## SPECIFICATION

## GIRL'S—MODEL No. 32

**GEAR**—32 with 4" cranks.

**HANDLEBAR**—Standard raised, as illustrated, roller levers, celluloid grips.

**BRAKES**—Roller lever front and rear rim, quickly detachable, simple adjustment, powerful action.

**SADDLE**—Soft top spring seat.

**MUDGUARDS**—Easily detachable, steel, efficient width, front extension, single stay pattern.

**EQUIPMENT**—Tool bag, necessary spanners, oiler, approved N.P.L. rear reflector on white safety patch, inflater and clips.

**FINISH**—Brilliant black enamel on specially prepared rustproofed surface lined fine red. USUAL BRIGHT PARTS CHROMIUM PLATED ON NICKEL.

Price—Models Nos. 31 and 32 **£3 10 0** Net Cash

Hire Purchase Terms: Weekly Payments of 1/9

Easy Payment Terms: 12 Monthly Payments of 7/7

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM



## Brownie

## Samson

## Pixie



**Model No. 33**

### SPECIFICATION

**FRAME**—23" from pedals to saddle, in lowest position (equivalent to 16" frame). Adjustable to 27".

**WHEELS**—14" × 1½", ball-bearing.

**TYRES**—John Bull Service, semi-pneumatic, Dunlop pneumatic tyres, 6s. 8d. extra.

**BRAKE**—Roller lever, front rim.

**SADDLE**—Soft top spring seat.

**PEDALS**—Rubber, ball-bearing.

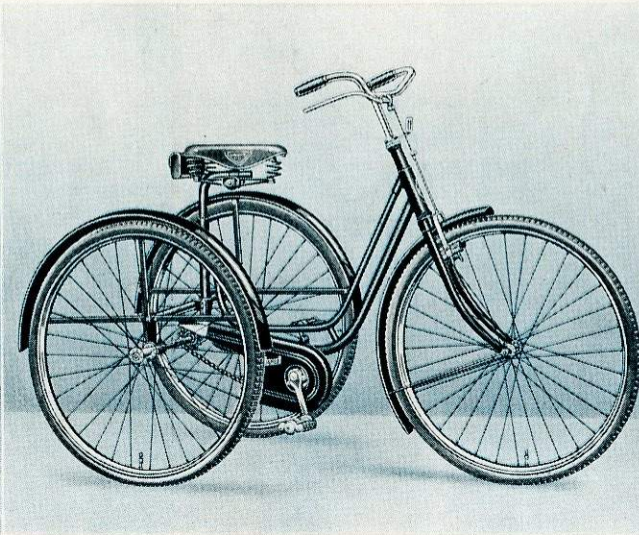
**EQUIPMENT**—Tool bag, spanners and rear reflector.

**FINISH**—Superfine black enamel, lined red. BRIGHT PARTS CHROMIUM PLATED.

Price—Model No. 33 **£3 0 0** Net Cash

Hire Purchase Terms: Weekly Payments of 1/6

Easy Payment Terms: 12 Monthly Payments of 6/6



**Model No. 36**

### SPECIFICATION

**FRAME**—21" from pedals to saddle in lowest position. Adjustable to 26".

**WHEELS**—22" × 1½" front and rear. Optional 20" × 1½" to order.

**TYRES**—Dunlop Juvenile pneumatic.

**GEARCASE**—Metal chain cover.

**BRAKE**—Roller lever, front rim.

**SADDLE**—Comfortable 3-coil enamelled springs.

**MUDGUARDS**—Full set including side guards, easily detachable, efficient width, with front extension.

**PEDALS**—Rubber, ball-bearing.

**EQUIPMENT**—Tool bag and necessary spanners, oiler, inflator.

**FINISH**—Superfine black enamel, lined red. USUAL BRIGHT PARTS CHROMIUM PLATED.

Price—Model No. 36 **£5 10 0** Net Cash

Hire Purchase Terms: Weekly Payments of 2/9

Easy Payment Terms: 12 Monthly Payments of 11/8



**Model No. 35**

### SPECIFICATION

**FRAME**—16" from pedals to saddle in lowest position, adjustable to 19". Made of 1" diameter tube.

**TYRES**—John Bull Service, semi-pneumatic tyres 14" × 1½", or 16" × 1½" to order, 10s. extra.

**GEARCASE**—Metal chain cover.

**BRAKE**—Roller lever, front rim.

**SADDLE**—Soft top spring seat.

**PEDALS**—Rubber, ball-bearing.

**MUDGUARDS**—Full set including side guards, easily detachable, efficient width, with front extension.

**EQUIPMENT**—Tool bag and necessary spanners, oiler.

**FINISH**—Superfine black enamel, lined red, optional colours Maroon, Green, or Blue, no extra. USUAL BRIGHT PARTS CHROMIUM PLATED.

Price—Model No. 35 **£3 2 6** Net Cash

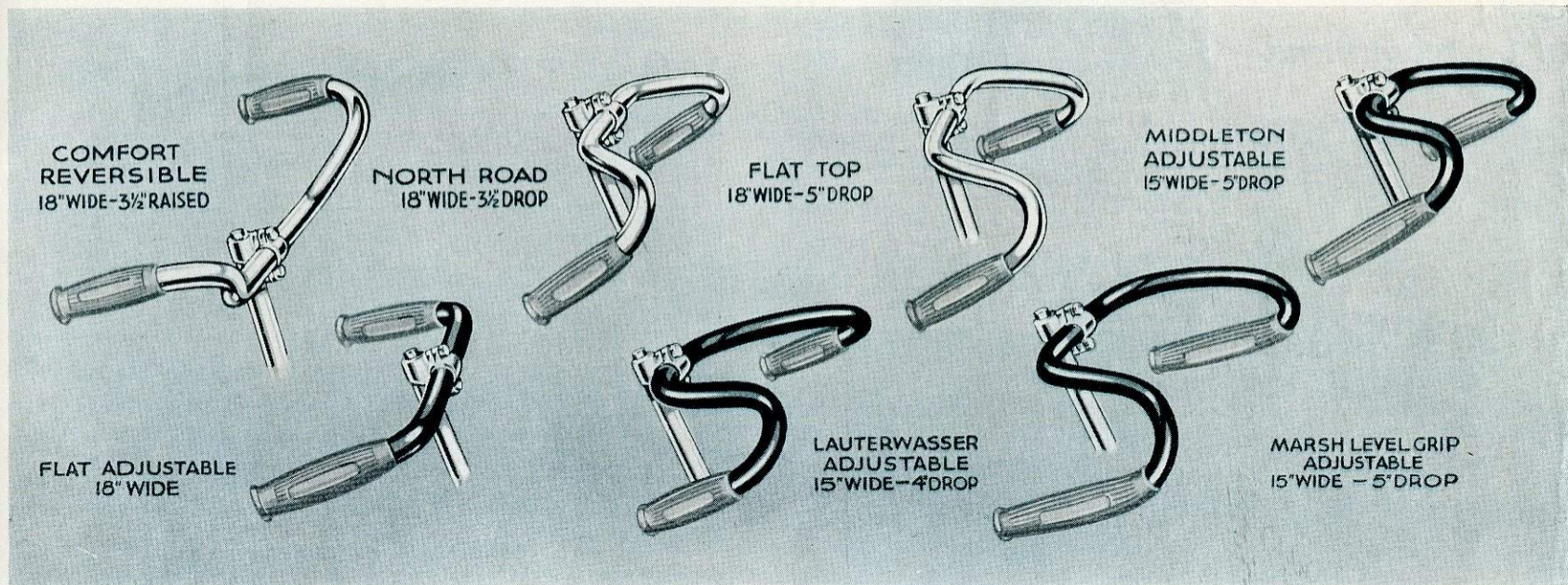
Hire Purchase Terms: Weekly Payments of 1/6

Easy Payment Terms: 12 Monthly Payments of 6/9

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM



## Alternatives and Extras



	£	s.	d.
James Aluminium Rear Carrier ..	7	6	
Oilbath Gearcase to Machines (where not standard) ..	13	6	
James Bracket 2-speed ..	1	0	0
Sturmey Archer Cycle 3-speed K ..	1	1	0
" " " 2-speed TF ..	16	9	
" " " 3-speed Hub Brake K B C	1	7	6
" " " 3-speed Ultra Close Ratio A.R. Model	1	5	3
" " " 3-speed (Close Ratio) K S	1	1	0
" " " 3-speed (Med. Ratio) K S W	1	1	0
Cyclo Derailleur 3-speed Gear, Cycle	1	5	0

	£	s.	d.
Trivelox C.1 3-speed Gear, Cycle ..	1	2	6
" C.2 Tandem ..	1	5	0
Perry "Derail" Chain for use with Cyclo Derailleur or Trivelox Gear ..	5	0	
Maroon, Green or Blue Finish to Models (where not specified as optional) ..	2	6	
Ivory White Finish ..	10	0	
Flamboyant Colour Finish ..	10	0	
Maroon, Green or Blue Finish, Tandem	1	0	0
Ivory White or Flamboyant Finish, Tandem ..	1	5	0
Special Size Frames ..	5	0	
Internal Expanding Hub Brake when Roller Lever or Caliper Brake is fitted as Standard. Per wheel ..	7	6	

	£	s.	d.
Internal Expanding Hub Brake when no Brake is fitted. Per wheel ..	13	0	
Coaster Hub in lieu of Brake fitted ..	10	0	
James Patent Stud Hubs where not Standard (if suitable) ..	5	0	
Valanced Mudguards ..	3	6	
Car Section Guards ..	9		
White or Black Celluloid Mudguards in lieu of Steel ..	3	6	
All Chrome Front Forks (where not specified) ..	7	6	
Chrome Rear Fork Ends ..	6	0	
Chrome Front Fork Ends ..	5	0	
Freewheels to Racers in lieu of fixed cog ..	1	6	
Dynamo Lighting Set, clip fitting ..	1	0	0

Lamps, Bells and any other equipment supplied at Manufacturers' current prices.

THE JAMES CYCLE COMPANY, LIMITED, LONDON AND BIRMINGHAM



## The Gears that Make Cycling easy.

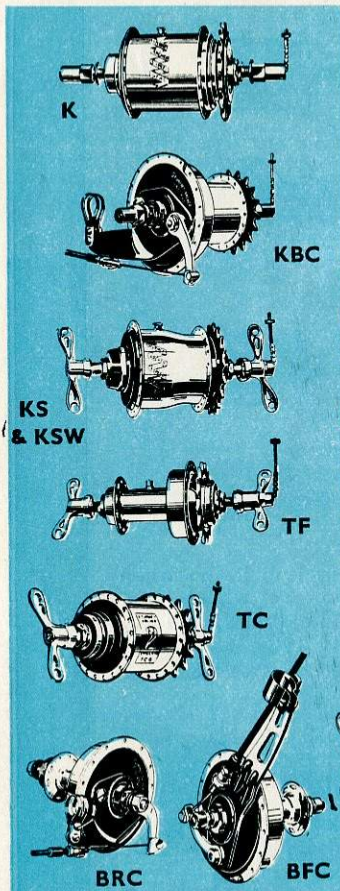
We recommend



HUB GEARS AND HUB BRAKES

We recommend Sturmey-Archer Hubs as they provide a complete range of gears to suit every class of rider. Neat, light, totally enclosed, and oil bathed to ensure sweet and silky running. Sturmey-Archer Gears are renowned for their reliability under all riding conditions. The AR Ultra Close Ratio 3-Speed Hub has been specially designed for fast road work, and has been perfected only after the most careful and severe testing under the most exacting conditions.

Sturmey-Archer Expanding Brake Hubs are delightfully smooth in action, and the exceptional strength and durability of the mechanism ensures long life and absolute efficiency. An important feature is that the defacing of the rim is entirely eliminated.



**K21/-** 3-Speed Hub. 33% increase and 25% reduction from normal. Suitable for all types of cycles.

**KBC 27/6** Ratios as above, incorporating a hand operated internal expanding brake. Suitable for all types of cycles.

**KS 21/-** Close Ratio 3-Speed Hub. 12.5% increase and 11.1% reduction from normal. KS.W. Medium Ratio 3-Speed Hub gives 16.6% increase and 14.3% reduction. Suitable for sports and racing machines.

**TF 16/9** 2-Speed Hub. 25% reduction from normal. Supplied with either fixed or free wheel. Suitable for sports, tandem or carrier cycles. Adds 9/- ozs. only to the weight of a machine.

**AR25/3** Ultra Close Ratio 3-Speed Hub. 7.24% increase, 6.76% decrease. A special feature is the instantaneous change of gear under all conditions. Suitable for sports and racing cycles.

**BFC** Front Hub with internal expanding brake. Suitable for all types of Solo Cycles.

**BRC** Rear Single Speed Hub with internal expanding brake. Suitable for all types of Solo cycles.

**TC 21/-** Close Ratio 2-Speed Hub. 13.46% reduction from normal. Supplied with either fixed or free wheel. Suitable for sports, tandem and racing machines.

**KT 28/6** Tandem 3-Speed Hub with internal expanding brake. Large diameter (4 1/2") brake drum. 33% increase and 25% decrease from normal. Suitable for all types of tandems.

**BFT** Tandem front Hub. With internal expanding brake. Large diameter (4 1/2") brake drum.

**BRT** Tandem single-speed Rear Hub. Large diameter (4 1/2") brake drum. Suitable for derailleurs.

PRICES  
If fitted to a new machine as an extra.

## The James Guarantee

WE give the following guarantee with our bicycles, which is given in place of any implied conditions, warranties, or liabilities whatsoever, statutory or otherwise, all such implied conditions, warranties and liabilities being in all cases excluded. Any statement, description, condition or representation contained in any catalogue, advertisement leaflet or other publication, shall not be construed as enlarging, varying or overriding this guarantee. In the case of machines which have been used for "hiring out" purposes, or from which the trade mark, name, 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 five years only from date of purchase, and damages for which we make ourselves responsible under this guarantee are limited to the free supply of a new part in exchange for the part of the bicycle which may have proved defective. We do not undertake to replace or refix or bear the cost of replacing or refixing such new part in the bicycle. We undertake, subject to the conditions mentioned below, to make good at any time within five years any defects in these respects. As bicycles are easily liable to derangement by neglect or misuse, this guarantee does not apply to defects caused by wear and tear, misuse or neglect.

The term "misuse" shall include, amongst others, the following acts:—

- 1.—The attaching of any fittings to the bicycle in such a manner as to cause damage, or calculated to render the latter unsafe when ridden.
- 2.—The use of a bicycle when carrying more persons, or a greater weight than that for which the machine was designed by the manufacturers.
- 3.—The attaching to a bicycle of any form of attachment not provided or supplied by the manufacturers which is not designed for such use.

Any bicycle sent to us to be plated, enamelled or repaired, will be repaired upon the following conditions, i.e., we guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of material and workmanship, such guarantee to extend and be in force for three months only from the time such work shall have been executed or until the expiration of the five years above referred to, and this guarantee is in lieu of and in exclusion of any common law or statute, warranty or condition, and the damages recoverable are limited to the cost of any further work which may be necessary to amend and make good the work found to be defective.

### CONDITIONS OF GUARANTEE

If a defective part should be found in our bicycles, or in any part supplied by way of exchange before referred to, it must be sent to us CARRIAGE PAID and accompanied by an intimation from the Owner that he desires to have it repaired or exchanged free of charge under our guarantee and he must also furnish us at the same time with the number of the machine, the date of the purchase, or the date when the alleged defective part was exchanged as the case may be. Failing compliance with the above, such articles will lie here AT THE RISK OF THE OWNER, and this guarantee and any implied guarantee, warranty or condition shall not be enforceable. We do not guarantee specialities such as gears, brakes, saddles, chains, lamps, or other proprietary goods, etc., or any component parts supplied to the order of the Purchaser differing from our standard specifications supplied with our bicycles or otherwise.

**Tyre Guarantee.**—Tyres are usually guaranteed for fifteen months from the date of issue by the tyre company. Those failing by reason of bad workmanship or defective material will be replaced or repaired by the manufacturers at a charge proportionate to the wear they have given.

### NOTICE

We do not appoint agents for the sale on our behalf of our bicycles or other goods, but we assign to cycle Dealers areas in which we supply to such Dealers exclusively for re-sale in such areas. No such Dealer is authorised to transact any business, give any warranty, make any representation or incur any liability on our behalf.

### IMPORTANT NOTE

**Prices.**—All prices and specifications in this list are subject to alteration without notice. The James trade marks appearing in this list are registered. It has been necessary for us to protect these trade mark registrations. We hereby issue this caution against infringement.

This List cancels all previous issues

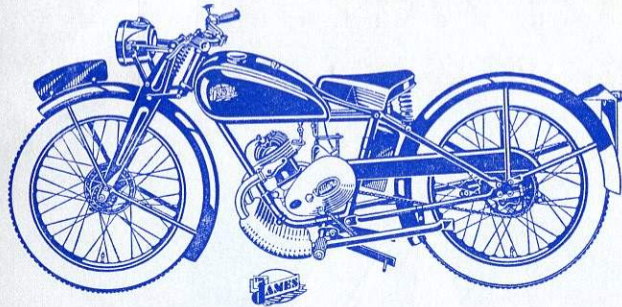
The James Cycle Co., Ltd., London & Birmingham

## The Brakes that Make Cycling safe.

"The Sturmey-Archer Ultra Close Ratio (A.R.) 3-Speed Hub was used by Sid Ferris on his 'End-to-End' and 1,000 miles ride."



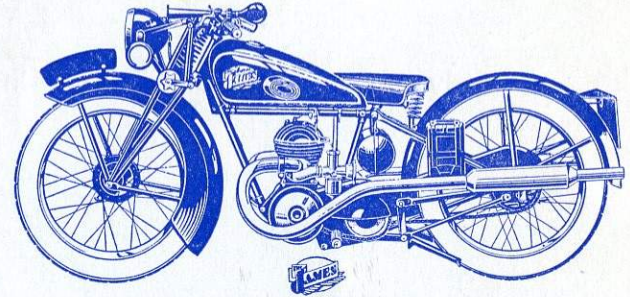
## OTHER JAMES PRODUCTIONS



A 125 c.c. Ultra Lightweight

This Vehicle is Ideal for all deliveries up to its full capacity

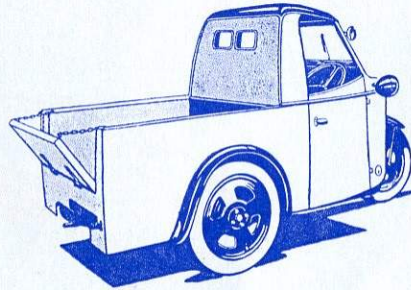
Note these facts:  
Tax **£4** per annum. Load **8** cwt.  
Capacity **75** cubic feet.  
Engine **10** H.P.



A 250 c.c. Sturdy Two-Stroke

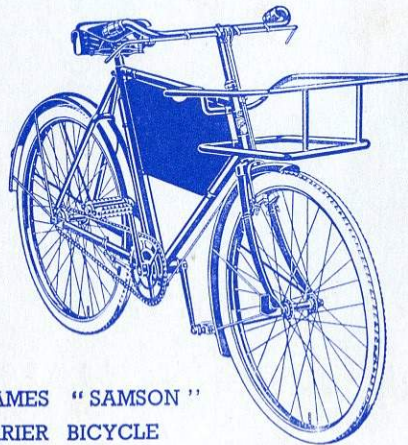
Made to suit all Trades. Finished complete with all Equipment, including Electric Starter.

Ready for the Road.

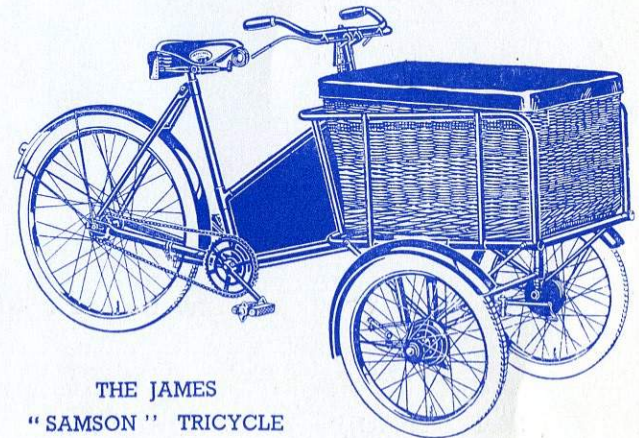


THE JAMES HANDYVAN  
"Built like a Car"

Ask Your Dealer  
for fully  
Descriptive List,  
or apply:—



THE JAMES "SAMSON"  
CARRIER BICYCLE



THE JAMES  
"SAMSON" TRICYCLE

**THE JAMES CYCLE CO., LTD., BIRMINGHAM**

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



# THE JAMES HANDYVAN

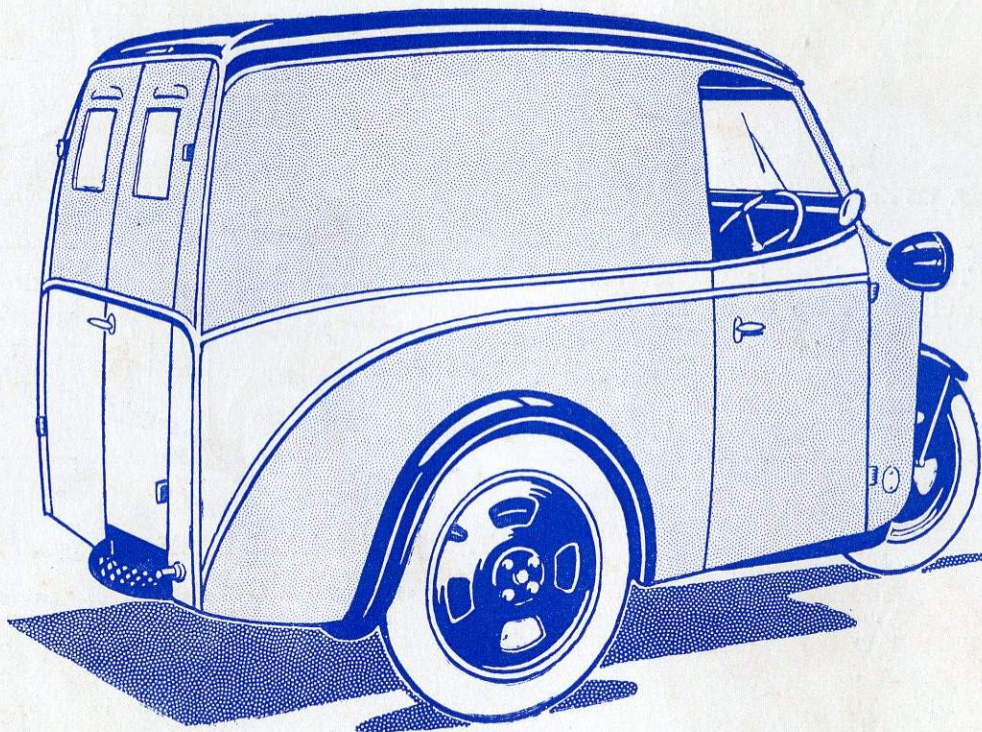
Ready for the Road, including Electric Starter, Spare Wheel, Speedometer, &c.

**8** CWT. LOAD

**75** CUBIC FEET  
CAPACITY

**10** H.P. ENGINE

**£4** TAX



On view at our London Showrooms: 21 & 22, HOLBORN VIADUCT, E.C.1.

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

Head Office—Telephone: Victoria 2211/2/3.

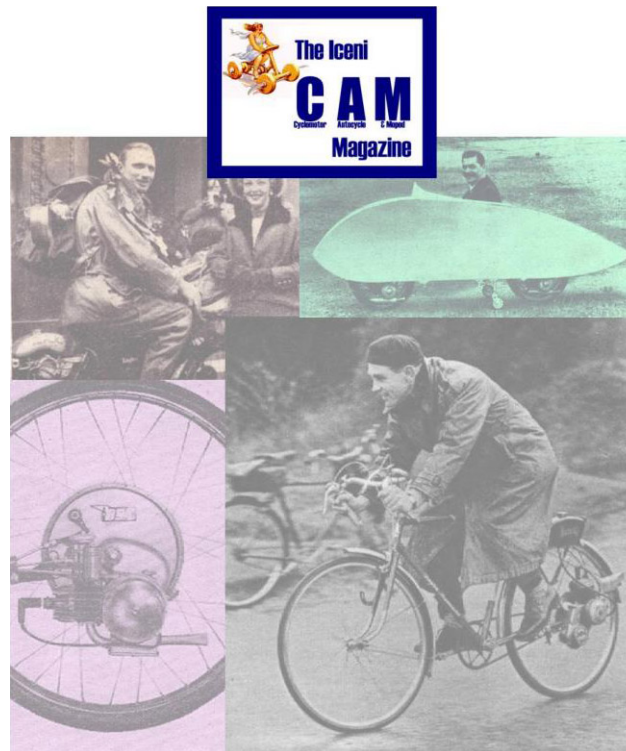
Telegrams: "Bicycles, Birmingham."

London Showrooms—Telephone: City 7448/9.

Telegrams: "Jacycm, London."



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