

Estab. 1870

The Famous  
**JAMES**

**MOTOR CYCLES**



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

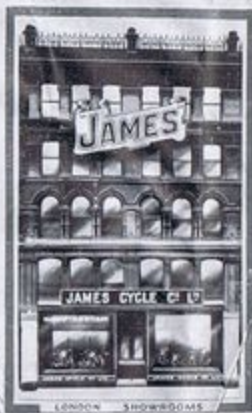
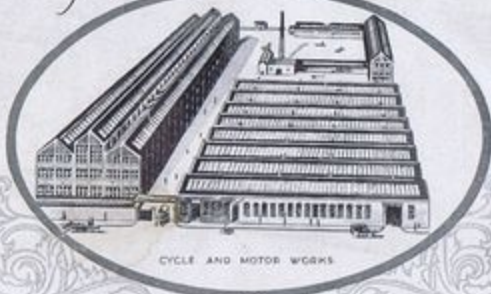
HEAD OFFICE & WORKS  
BIRMINGHAM

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

**1930**



Some Views of **The Famous "JAMES" Works**



## THE HOME OF THE FAMOUS "JAMES"

THE "James" Works, a few illustrations of which appear above, is an entirely modern and up-to-date factory, designed expressly for the complete production of high-grade cycles and motor cycles throughout.

The Machine Shops are replete with the most modern labour-saving tools, and the various components of engines, gear-boxes, frames, etc., are produced on interchangeable jigs and fixtures, afterwards being checked by limit gauges to the closest possible working limits. The Fitting and Assembly Shops are light, airy and well equipped, and no machine is allowed to pass to the customer until it has been subjected to a strenuous road test to ensure that the Machine is ready for the road in every detail of adjustment. The effect on the production of Motor Bicycles emanating from a factory which is designed on modern lines and furnished with the most up-to-date equipment procurable is most marked and is undoubtedly responsible in no small degree for that outstanding quality which has earned for the "James" Machine the Slogan

"DISTINCTIVE IN DESIGN, DEPENDABLE IN SERVICE."

THE JAMES CYCLE CO. LTD., LONDON & BIRMINGHAM

Barnstoppers.co.nz



# The FAMOUS JAMES MOTOR CYCLES

MANUFACTURED SOLELY BY THE

## JAMES CYCLE CO. LTD.



REGISTERED TRADE  
MARK.

REGISTERED TRADE  
MARK.

Head Office and Works - GREET, BIRMINGHAM  
London Showrooms - 21 & 22, HOLBORN VIADUCT, E.C.1

### BIRMINGHAM:

TELEPHONE: 129 VICTORIA  
(PRIVATE BRANCH EXCHANGE).  
TELEGRAMS: "BICYCLES, BIRMINGHAM."

### LONDON:

TELEPHONE: 1914 CENTRAL AND 7449 CITY.  
TELEGRAMS: "JACYCOM, LONDON."  
CODE—A B C (5TH EDITION) OR BENTLEY'S.

### DUBLIN DEPÔT:

106/107, Mid. Abbey Street.  
TELEPHONE: 1764 DUBLIN.  
TELEGRAMS: "HUET, DUBLIN."

**T**HE JAMES CYCLE CO., LTD., have always been pioneers in the introduction of improvements from which the modern Motor Cycle has been evolved, and the range of Motor Cycle Models offered for Season 1930 worthily upholds the fine tradition and reputation for quality with which the name "JAMES" has always been associated.

Quality has always been the first consideration in the production, specification, and equipment of James Motor Cycle Models, but nevertheless the price at which they are now offered is truly remarkable, and the Motor-Cyclist may unhesitatingly accept any of the Models offered herein, knowing that the value for money is the best that can possibly be offered.

Whether the reader's requirements lie in the direction of a high-speed sports model or an economical utility machine, he will find in the range described herein just the machine he requires at a price he is able to pay.

The benefits of our long experience, extending over twenty-six years, is reflected in the "JAMES" range of Motor Cycles for 1930, and we are convinced that no other motor cycle on the market offers so many features of improved construction as will be found in the specifications of the "JAMES" Models described herein, each one of which may be relied upon to give unfailing service under the most severe conditions.

For 1930 Season, the general range of models has been considerably extended. We have adopted as standard finish, Black with Gold lines, which has a very pleasing effect and at the same time is durable.

The success which has been accomplished by our Lightweight range has led us to still further specialise in this direction, with the result that the range of Lightweights offered provides a machine to meet every demand of price or purpose.

A new model which we have introduced for 1930 Season is the Model B7, which is a 250 c.c. Side Valve Sports Single.

This is the very latest type of the modern super-efficient Lightweight. It is offered complete with Dynamo Lighting Set and a very full specification at a very reasonable price. We direct the reader's attention to the specification of this remarkable model.

The 350 c.c. Class is represented by two models, one a Side Valve Model which is the acme of reliability, and the other an O.H.V. Model which is a Super Sports machine intended to meet the demand of the clubman who requires a really fast sporty machine.

Our range is completed by three models of our 500 c.c. twin type, of which we are the only manufacturers. The 500 c.c. Sports Twin, the pre-eminent reliability Sports Motor Bicycle, still remains unique in its outstanding quality. No other motor bicycle of whatever type has so consistently secured and maintained such high honours as the "JAMES" 500 c.c. Twin. It has again and again demonstrated its unfailing reliability under the most adverse and strenuous conditions which could be devised.

"JAMES" Motor Cycles are All British. They are Distinctive in Design, Dependable in Service, and every machine is backed by the James Cycle Company's substantial guarantee.

For the convenience of our dealers and their customers, we have extended our new showrooms, where a full range of Motor Cycles is always on view, together with a selection of sidecars with various styles of bodies to suit all purposes.

We also have on view a full range of Cycles, Tricycles, Tandems, and special racing models. A special department is also set apart for the display of Carrier Bicycles and Tricycles of sound and serviceable construction to suit all trades.

We cordially invite inspection of this comprehensive exhibition of Cycle products, which undoubtedly justifies our claim to be

THE MANUFACTURERS OF THE LARGEST RANGE OF CYCLE  
PRODUCTS IN THE WORLD

Barnstormers Co. Nz

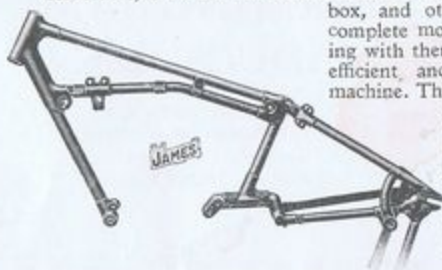
## Special Features

# The Famous JAMES

## of Motor Cycles

### JAMES Motor Cycle Frames for Heavier Models

The "James" Motor Cycle Frames are well-designed structures, built for the accommodation of the engine, gear box, and other units of the complete motor bicycle, making with them a mechanically efficient and well-balanced machine. The design embodies



all the necessary technical essentials relative to steering lead, rake, etc., and also provides for the heavy stresses imposed upon the various

members of the frame. Only the highest class weldless steel tubes are used in their construction, and these are, wherever necessary, specially drawn tubes, tapering from the thickened butt to normal gauge, thus allowing the vibration to be dissipated over the entire area of the tube. The fittings of the frames are so designed as to combine great strength with good appearance. Permanent lugs for mounting the tank and other fittings are provided, thus eliminating risks due to slackening clips and bolts. The general design provides a very low saddle position which brings the centre of gravity very low, ensuring freedom from skidding and safety at all times.

### JAMES Frames and Forks for Lightweight Models

The Frames and Forks embodied in the "James" Two-Stroke Models are exceedingly strong and well designed, built and brazed as a complete unit and not dependable on bolts and nuts to hold it together in any way.

The Engine and Gear Box are housed snugly within the loop, and are readily mounted and at the same time easily accessible for any purpose.



**THE FRAME.**—This is built of the highest grade weldless steel tube, and the main frame tube is specially drawn with a taper extending its whole length from the Head Lug diminishing to normal gauge at the Seat Lug. The Spring Fork is of distinctive and effective design, having a single spring similar to the larger "James" models. Shock Absorbers are built integral with the fork on the De-Luxe Model, and may be had at a slight extra on the Standard Models. The Tecalemit Lubricators are used for all Fork Shafts and other bearings, ensuring thorough lubrication.

The Fork Stem Tube is heavily taper-butted to ensure safety, and the steering angle provided insures easy steering at all speeds on any condition of road.

### JAMES Spring Forks

The "James" Spring Fork is a distinctive feature of "James" machines: the particular design helps to account for the wonderful steering qualities of the "James" machine. Large diameter shock absorbers, which are easily adjustable for friction, are now fitted. These permit the use of a very flexible fork spring, and check objectionable rebound.

Combined with the large tyres now standardised, they ensure extreme comfort and safety under all conditions. Other details which add to the efficiency and long life of the forks are the provision of Tecalemit grease gun nipples to each fork shaft, ensuring thorough lubrication. The old "James" practice of using heavy butted steering columns for the fork crowns are still adhered to, and the fork blades are taper butted, and fitted with long liners. All fittings are brazed on, no loose clips being used throughout.



### JAMES Enlarged View of Front Brake

The design of efficient brakes for motor cycles is a point which has exercised the minds of designers probably more than any other feature outside the power unit. The brakes fitted to all "James" models are well protected from mud, water, and grease, and may be relied upon under all conditions to function effectively. The illustration shows the all-enclosed speedometer drive which is a feature of our 1930 models. No effort has been spared to ensure that the material used in their construction is the best procurable for the purpose.

The extent to which this has been accomplished is perhaps best summed up in the Press report on the awards in the A.C.U. Stock Machine Trials, which recorded: "The 'James' machines were well braked rear and front after 1,000 miles' running."



# Special Features

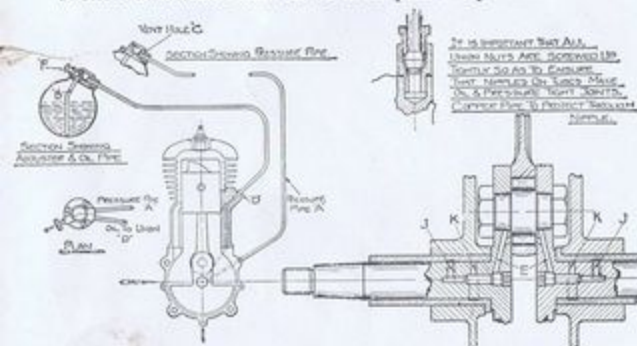
# The Famous JAMES

# of Motor Cycles

## JAMES

### Lubrication of Two-Stroke Models

A special automatic system of lubrication is employed on all "James" Villiers Two-Stroke Models. In this system the variations in the crankcase pressure are utilised to supply oil according to requirements, and crankcase suction distributes this oil to each point required.



Compressed air from the crankcase passes along the centre of the shafts to the holes "J" which register with grooves in the crankcase bushes when the piston is descending. The air passes through holes drilled in the crankcase to a union situated in front of the crankcase. From this point it is conveyed through the pressure pipe "A" to the top of the oil tank, raising the pressure in this and forcing oil up the pipe "B" in the same way as soda water is forced up the centre tube of a soda syphon. The oil passes the regulating screw "F" and issues from a small hole into the cup of the sight feed. From this the oil descends to the engine through a union "D" on the front of the cylinder. Here the oil divides, part of it being sucked through a hole in the cylinder wall uncovered by the piston, and the rest passing down to the crankcase, where it is again divided between the two main bearings. Grooves in these register with ports "K" in the crankshafts when the piston is ascending, and the surplus oil is sucked through the drilled oilways "E" to the big end. The adjusting screw "F" is set when the engine is sent out to supply rather more oil than is normally required. After running 300 miles, this should be screwed in slightly to reduce the oil supply. The correct setting has been obtained when a faint blue haze of smoke issues from the exhaust pipe. The sight feed is provided to ascertain if oil is flowing, and not to gauge the quantity.

In the ordinary course of events, this lubricator is entirely automatic—starting and stopping with the engine—and delivering oil as demanded by the load of the engine. The oil tank must be kept absolutely airtight. Castrol XL Oil should be used.

## JAMES

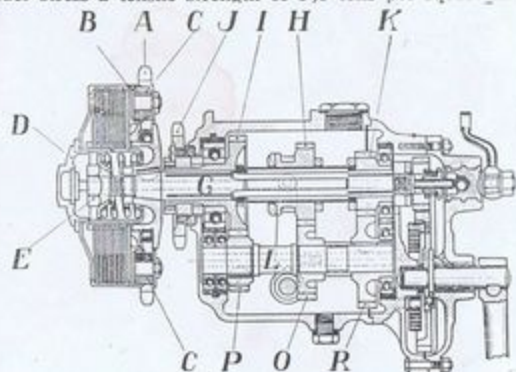
### After Sales Service

We would bring to the notice of the reader the fact that our interest does not cease upon the completion of the sale of a machine. We endeavour to make as complete a register of our rider customers as possible, and we are always glad to hear from them as to the behaviour of their machines and to tender such advice as may be necessary to enable the rider to obtain the maximum efficiency therefrom. We have an efficient technical staff whose services are always available for this purpose. This service is backed by an efficient Spare Parts Department, which is replete with spares for all models, which may be relied upon to be dispatched by return. We also keep a stock of parts for our earlier models, and usually these parts are available for immediate dispatch. It must be obvious, however, that there are some parts which require to be specially made to order, and these parts are put through

## JAMES

### Three-Speed Gear-Box (Patent No. 6606/12).

Is fitted to models B.1 to B.6. It consists of an aluminium casting machined to receive the annular bearings in which the gear shafts run. The gear shafts are made of unbreakable axle steel, case hardened and ground to fine limits. The gears are made from a direct hardening steel, possessing under stress a tensile strength of 150 tons per square inch.



The "James" gear-box is of very generous proportions—low and high gears have constant mesh pinions, their engagement being effected by a sliding dog mounted on the countershaft. Both gear shafts are mounted in annular ball bearings, the one at the clutch end of the main shaft being a particularly large bearing, which is provided to stand unlimited wear without the necessity for adjustment. The sectional illustration given shows the general arrangement of working parts, and it will be noticed how simply the gears are obtained.



## JAMES

## JAMES

### Speedometer Fitting

The Illustration shows a plan view of the Steering head, and indicates the neat arrangement of Steering damper and Speedometer mounting. The latter is available on all models where it is not listed as standard. In conjunction with the enclosed drive and insulator shaft, it provides an extremely neat and efficient accessory.

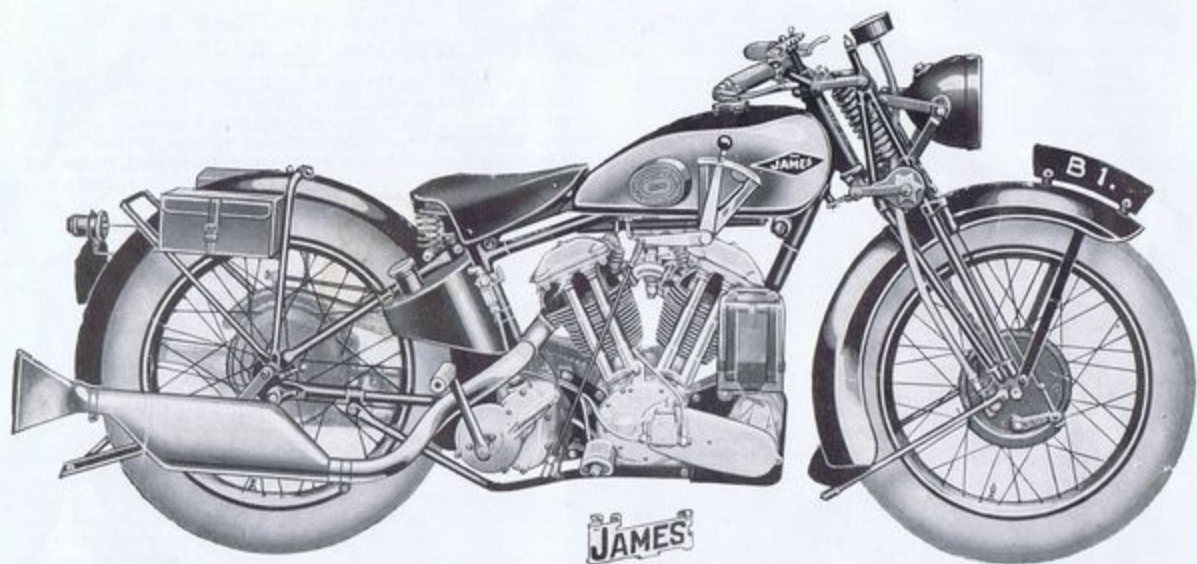
the works with the least possible delay. With regard to the dispatch of spares, we are always willing to dispatch by C.O.D. Service, either by post or rail, PROVIDING INSTRUCTIONS ARE GIVEN TO US WITH THE ORDER; in other cases Pro Forma Invoice is rendered and goods dispatched immediately upon receipt of remittance. It will facilitate matters if the Registration Card, found in the tool bag, is posted to us at your earliest convenience, in order that our records and your equipment may be completed.

We are at all times pleased to furnish estimates for any repairs or renovations to our machines. In most of the large towns the "James" Service Agent carries a full complement of spare parts, whilst in London riders will readily obtain their requirements at our showrooms, 21-22, Holborn Viaduct, E.C.1. We finally direct the reader's attention to page 16 where further details of the method of procedure are given which will ensure your wishes being dealt with promptly, and will effectively help us to help you.

# No. B1

# The Famous JAMES

## 500 c.c. O.H.V. DE-LUXE SUPER-SPORTS TWIN



### THE FAMOUS JAMES No. B1 500 c.c. O.H.V. SUPER-SPORTS TWIN MODEL

The No. B1 500 c.c. O.H.V. De-Luxe Super-Sports Twin is designed for those riders who desire a really fast yet comfortable machine. We have no hesitation in recommending this model, which will adequately meet every demand which the most critical rider may require. The overhead rocker gear has received very special consideration, and although it is light it is exceedingly robust, and will stand up to long periods of hard riding without the engine losing its tune. This machine solo is guaranteed to be capable of 80 m.p.h., and is fully capable of maintaining a high speed average with a suitable sidecar.

#### SPECIFICATION

ENGINE .....	"James" O.H.V. super-sports twin, 64 x 77.5 m/m., 498.6 c.c. Aluminium Alloy pistons, detachable heads.	HANDLEBAR.....	Adjustable sports type, rigid attachment.
CARBURETTOR .....	Binks, twist grip control.	WHEELS .....	26 in. diameter, well section rims, heavy spokes, Timken bearings.
IGNITION .....	High tension magneto.	TYRES .....	"Goodyear" heavy cord, 26 x 3.25 in. W.O.
LUBRICATION.....	Mechanical pump, with adjustable sight feed and improved "James" patent system.	MUDGUARDS .....	Wide and well stayed, deep domed car section, front and rear.
SILENCER .....	Two large expansion chambers, with baffle plates, large diameter pipes and fishtails.	STANDS .....	Front and rear, independent attachment, spring up rear.
GEAR BOX.....	"James" three-speed.	TANK .....	Patent welded steel, saddle type, large capacity. Nickel chrome finish.
CLUTCH .....	Multi-plate clutch, handlebar control.	SADDLE .....	Terry multi-spring seat.
TRANSMISSION .....	"Renold" roller chains.	EQUIPMENT .....	Speedometer with "James" all-enclosed front wheel drive, steering damper, knee grips, good tool kit, tyre inflator.
BRAKES .....	7 in. diameter, front and rear, fabric lined, very powerful, with weather protectors.	FINISH.....	Black enamel on rustproofed surface. Tank, handlebar fittings, silencing system, carburettor gear, lever brake pedal nickel chrome plated.
FOOTRESTS .....	Adjustable to convenient position, large rubber pads.		
FRAME.....	"James" low built, perfect steering, integral sidecar lugs, low saddle position.		
FORK .....	"James" pattern, with shock absorbers and steering damper. Easy and safe steering at speed.		

#### PRICES

**No. B1 Model £70 0 0 Nett Cash.**

Deferred Terms, including Insurance—Deposit £18 16 0 and 12 monthly payments of £5 1 6

#### EXTRA EQUIPMENT if ordered with Machine

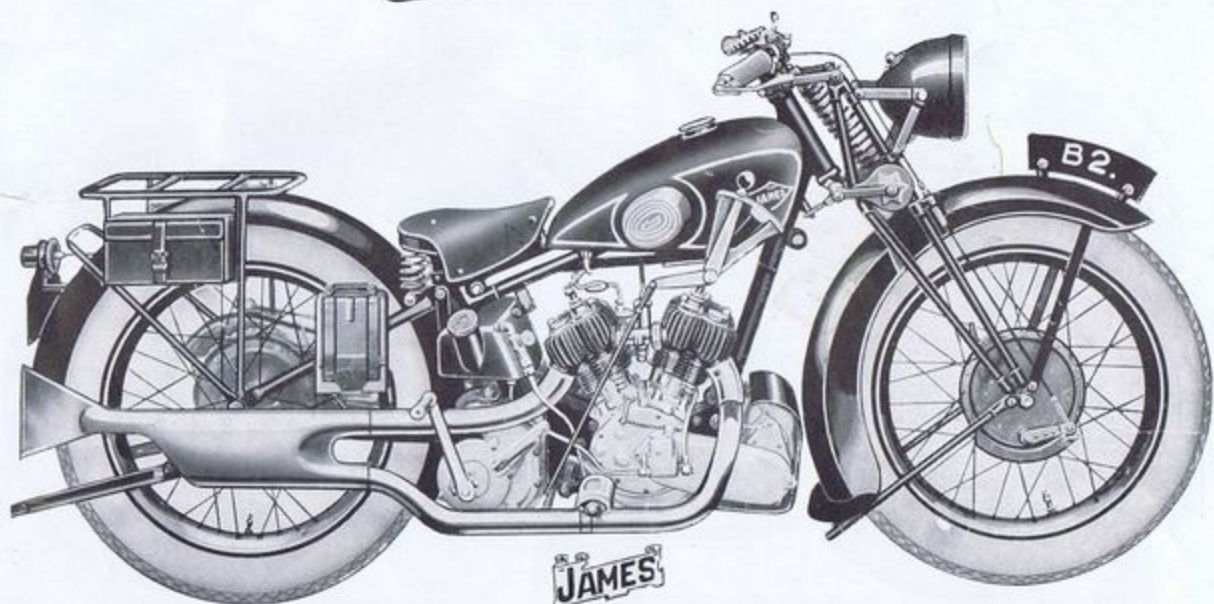
Lucas "B" Magdno Lighting Set, Solo .....	£6 5 0	Jaeger Speedometer Trip Model .....	£ 5 0
" " " " " Side-Car .....	£6 15 0	Four-Speed Gear Box .....	£5 10 0
<b>THE ABOVE EXTRAS MUST BE ORDERED WITH MACHINE.</b>			
Leg Shields .....	£1 0 0	Lucas No. 60 Bulb Horn .....	£ 13 6
Air Cleaner, Amal—very efficient .....	£ 8 0	" Electric Horn M.12 .....	£ 15 0
Carrier .....	£ 10 0	Licence Holder .....	£ 3 6
King James Mascot .....	£ 5 6		

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

# No. B2

# The Famous JAMES

## 500 c.c. S.V. DE-LUXE SUPER-SPORTS TWIN



### THE FAMOUS JAMES No. B2 500 c.c. S.V. DE-LUXE SPORTS TWIN MODEL

The No. B2 500 c.c. S.V. De-Luxe Sports Twin represents the latest development of design, the engine having been redesigned with the object of increasing the power output, and at the same time retaining the silky running and even torque which are inherent qualities of this type. Particular attention has been directed to the lubrication of this engine, and there is now a direct supply of oil to the big end roller bearing and the front cylinder. Large bearing areas are provided in all bearings so that mechanical silence is ensured and preserved indefinitely. A guaranteed speed of 65 m.p.h., in touring trim, is easily attainable with this machine, without in any way sacrificing its tractability at low speeds.

#### SPECIFICATION

ENGINE....."James" sports twin, 64 x 77.5 m.m., 498.6 c.c.  
 Aluminium alloy pistons, detachable heads.  
 CARBURETTOR...Binks, twist grip control. Chromium plated.  
 IGNITION.....High tension magneto.  
 LUBRICATION...Mechanical pump, with adjustable sight feed.  
 "James" patent system.  
 SILENCER.....Large expansion chamber, with baffle plates, large diameter pipes and fishtail. Chromium Plated.  
 GEAR BOX....."James" three-speed.  
 CLUTCH.....Multi-plate clutch, handlebar control.  
 TRANSMISSION... "Renold" roller chains.  
 BRAKES.....7 in. diameter, front and rear, fabric lined, very powerful, with weather protectors.  
 FOOTRESTS.....Adjustable to convenient position, large rubber pads.  
 FRAME.....Redesigned "James" low built, perfect steering, integral sidcar lugs, low saddle position.  
 FORK....."James" pattern, with shock absorbers and steering damper, easy and safe steering at speed.

HANDLEBAR.....Adjustable sports type, rigid attachment, rubber grips. Fittings Chromium plated.  
 WHEELS.....26 in. diameter, well section rims, heavy spokes, Timken bearings.  
 TYRES....."Goodyear" heavy cord, 26 x 3.25 in. W.O.  
 MUDGUARDS.....Wide and well stayed, deep domed car section, front and rear.  
 STANDS.....Front and rear, independent attachment, positive clips, spring up rear.  
 CARRIER.....Detachable, with independent stays.  
 TANK.....Patent welded steel, saddle type, large capacity. Superfine black enamel, gold lined.  
 SADDLE.....Terry multi-spring seat.  
 EQUIPMENT.....Steering damper, knee grips, good tool kit, tyre inflator.  
 FINISH.....Black enamel on rustproofed surface. Exhaust system and handlebar fittings Chromium plated.

#### PRICES

**No. B2 Model £56 10 0 Nett Cash.**

Deferred Terms, including Insurance—Deposit £15 8 0 and 12 monthly payments of £4 3 3

#### EXTRA EQUIPMENT if ordered with Machine

Lucas "B" Magdyno Lighting Set, Solo ..... £6 5 0  
 " " " " " Side-Car ..... £6 15 0  
 Jaeger Speedometer, with All-enclosed Front Wheel Drive Non-Trip Model ..... £2 5 0  
 Leg Shields ..... £1 0 0  
 Air Cleaner, Amal—very efficient ..... £ 8 0  
 King James Mascot ..... £ 5 6

Jaeger Speedometer, with All-enclosed Front Wheel Drive Trip Model ..... £2 10 0  
 Four-Speed Gear Box ..... £5 10 0  
 Nickel Chrome Finish to Tank only, Black Panelled, Gold Lined ..... £1 15 0  
 Lucas No. 60 Bulb Horn ..... £ 13 6  
 " Electric Horn M.12 ..... £ 15 0  
 Licence Holder ..... £ 3 6

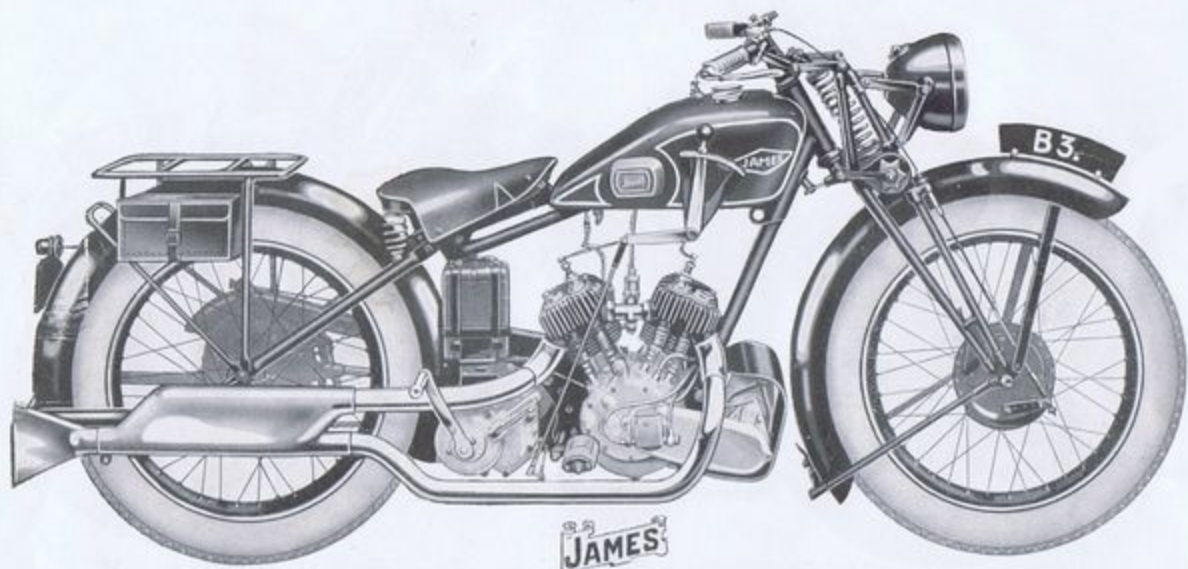
THE ABOVE EXTRAS MUST BE ORDERED WITH MACHINE.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM  
**Barnstormers Co. Nz**

# No. B3

# The Famous JAMES

## 500 c.c. S.V. SPORTS STANDARD TWIN



### THE FAMOUS JAMES No. B3 500 c.c. S.V. STANDARD SPORTS TWIN MODEL

The No. B3 500 c.c. S.V. Sports Twin is essentially a fast touring machine. Its excellent weight distribution, even torque and smooth running make for remarkable steadiness and road-holding qualities. The 500 c.c. twin engine follows standard well-tried "James" practice, special features of which are the detachable and well-cooled cylinder heads, simple and silent timing gear, light aluminium alloy pistons and large valves of a special steel. The reciprocating parts are perfectly balanced, and the unit may be depended upon for long periods of high-speed work.

#### SPECIFICATION

ENGINE .....	"James" sports twin, 64 x 77.5 m/m., 498.6 c.c. Aluminium alloy pistons, detachable heads.	HANDLEBAR.....	Adjustable sports type, rigid attachment, rubber grips.
CARBURETTOR .....	Binks.	WHEELS .....	25 in. diameter, well section rims, heavy spokes.
IGNITION .....	High tension magneto.	TYRES .....	"Goodyear" heavy cord, 25 x 3.25 in., wired-on.
LUBRICATION.....	Mechanical pump, with adjustable sight feed and auxiliary hand pump.	MUDGUARDS .....	Wide and well stayed, deep domed car section, front and rear.
SILENCER .....	Large expansion chamber, with baffle plates, large diameter pipes.	STANDS .....	Front and rear, independent attachment, positive clips.
GEAR BOX .....	"James" patent three-speed.	CARRIER.....	Detachable, with independent stays.
CLUTCH .....	Multi-plate clutch, handlebar control.	TANK .....	Patent welded steel, saddle type, large capacity. Superfine black enamel, gold lined.
TRANSMISSION .....	"Renold" roller chains.	SADDLE .....	Terry multi-spring seat.
BRAKES .....	Large diameter, front and rear, fabric lined, 6" diameter, very powerful.	EQUIPMENT .....	Steering damper, knee grips, good tool kit, tyre inflator.
FOOTRESTS .....	Adjustable to convenient position, large rubber pads.	FINISH.....	Black enamel on rustproofed surface, usual fittings heavily nickel-plated on copper.
FRAME.....	"James" low built, perfect steering, integral sidocar lugs, low saddle position.		
FORK .....	"James" pattern, with shock absorbers and steering damper, easy and safe steering at speed.		

#### PRICES

**No. B3 Model £52 10 0 Nett Cash.**

Deferred Terms, including Insurance—Deposit £14 17 0 and 12 monthly payments of £3 17 0

#### EXTRA EQUIPMENT if ordered with Machine

Lucas "B" Magdyno Lighting Set, Solo .....	£6 5 0	Four-Speed Gear Box .....	£5 10 0
Side-car .....	£6 15 0	Nickel Chrome Finish to Handlebar Fittings, Carburettor, Tank, Silencing System, Gear Lever, Brake Pedal .....	£4 4 0
Jaeger Speedometer, with "All-enclosed Front Wheel Drive, Non-Trip Model .....	£2 5 0	Nickel Chrome Finished Tank only, Black Panelled, Gold Lined .....	£1 15 0
Jaeger Speedometer, with "All-enclosed Front Wheel Drive, Trip Model .....	£2 10 0		

#### THE ABOVE EXTRAS MUST BE ORDERED WITH MACHINE

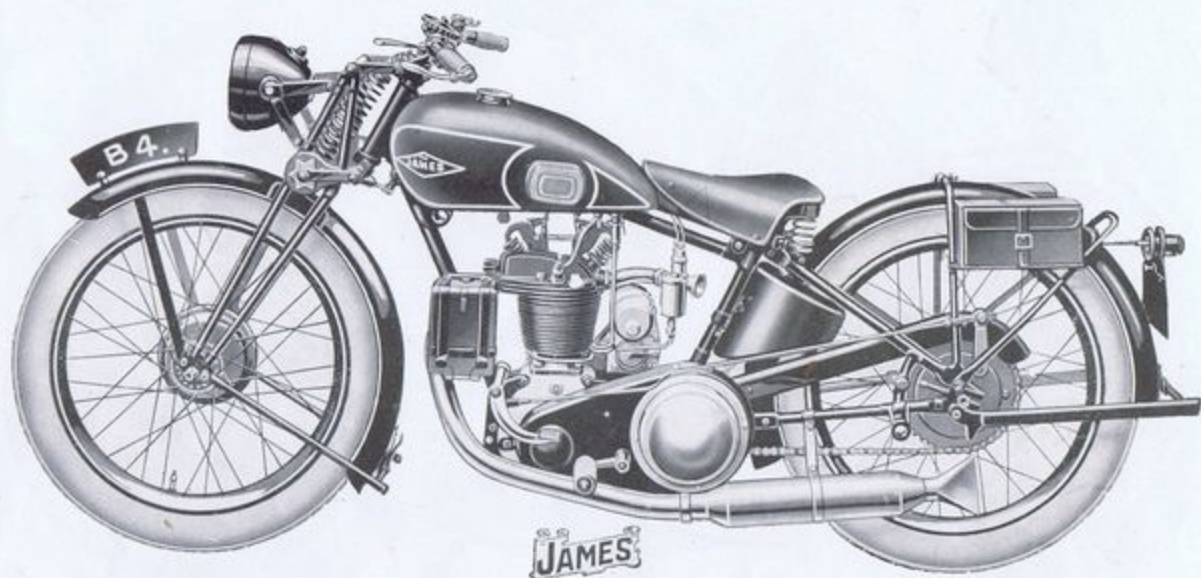
Leg Shields .....	£1 0 0	Lucas No. 60 Bulb Horn .....	£ 13 6
Air Cleaner, Amal—very efficient .....	£ 8 0	" Electric Horn M.12 .....	£ 15 0
King James Mascot .....	£ 5 6	Licence Holder .....	£ 3 6

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

Barnstormers Co. Nz



# No. B4 **The Famous JAMES** 350 c.c. O.H.V. SUPER-SPORTS DE-LUXE SINGLE



## THE FAMOUS JAMES No. B4 350 c.c. O.H.V. SUPER-SPORTS DE-LUXE MODEL

The specification of the 350 c.c. O.H.V. is complete in every detail. The power unit is particularly well designed and proportioned. The valve gear is light and durable, large bearings eliminating wear on the overhead rockers. The cylinder head is hemispherical, and the valve ports are of correct design and are well finned. The piston is a special aluminium alloy of great strength and lightness. Valves are of large diameter, and are machined from special alloy of nickel steel which will withstand a high temperature without deterioration. It is a unit that may be depended upon to stand up to the extreme conditions demanded of such a fast machine.

### SPECIFICATION

ENGINE....."James" O.H.V. Sports, 73 x 83.5 m/m., 349 c.c.  
 CARBURETTOR...Binks.  
 IGNITION.....High tension magneto.  
 LUBRICATION...Mechanical pump.  
 SILENCER.....Efficient barrel designs, with large expansion chamber and baffle plates with fishtail.  
 GEAR BOX....."James" patent three-speed.  
 CLUTCH.....Multi-plate, handlebar control.  
 TRANSMISSION... "Renold" roller chains.  
 BRAKES.....Powerful internal expanding, front and rear, fabric lined, 6" diameter. Front, hand controlled; rear, by pedal.  
 FOOTRESTS...Adjustable for position. Large rubber pads.  
 STANDS.....Front and rear, independent attachment, positive clips.  
 FRAME....."James" low built, perfect steering, integral sidcar lugs, low saddle position.

FORK....."James" pattern, with shock absorbers and steering damper, easy and safe steering at speed.  
 HANDLEBAR....Adjustable sports type, rigid attachment, rubber grips.  
 WHEELS.....26 in. diameter, well section rims, heavy spokes.  
 TYRES....."Goodyear" heavy cord, 26 x 3.25 in. W.O.  
 MUDGUARDS...Wide and well stayed, deep domed car section, front and rear.  
 TANK.....Patent welded steel, saddle type, large capacity. Finished superfine black enamel, gold lined.  
 SADDLE.....Terry multi-spring seat.  
 EQUIPMENT...Steering damper, knee grips, good tool kit, tyre inflator.  
 FINISH.....Black enamel on rustproofed surface, usual fittings heavily nickel-plated on copper.

### PRICES

**No. B4 De-Luxe Model £48 0 0 Nett Cash.**

Deferred Terms, including Insurance—Deposit £13 2 6 and 12 monthly payments of £3 11 0

### EXTRA EQUIPMENT if ordered with Machine

Lucas "B" Magdyno Lighting Set, Solo ..... £6 5 0  
 Side-car ..... £6 15 0  
 Jaeger Speedometer, with All-enclosed Front Wheel Drive, Non-Trip Model ..... £2 5 0  
 Jaeger Speedometer, with Enclosed Front Wheel Drive, Trip Model ..... £2 10 0

Four-Speed Gear Box ..... £5 10 0  
 Nickel Chrome Finish to Handlebar Fittings, Carburettor, Tank, Silencing System, Gear Lever, and Brake Pedal ..... £3 10 0  
 Nickel Chrome Finished Tank only, with Black Panel, Gold Lined ..... £1 15 0

### THE ABOVE EXTRAS MUST BE ORDERED WITH MACHINE

Leg Shields ..... £1 0 0  
 Air Cleaner, Amal—very efficient ..... £ 8 0  
 King James Mascot ..... £ 5 6  
 Lucas No. 60 Bulb Horn ..... £ 13 6

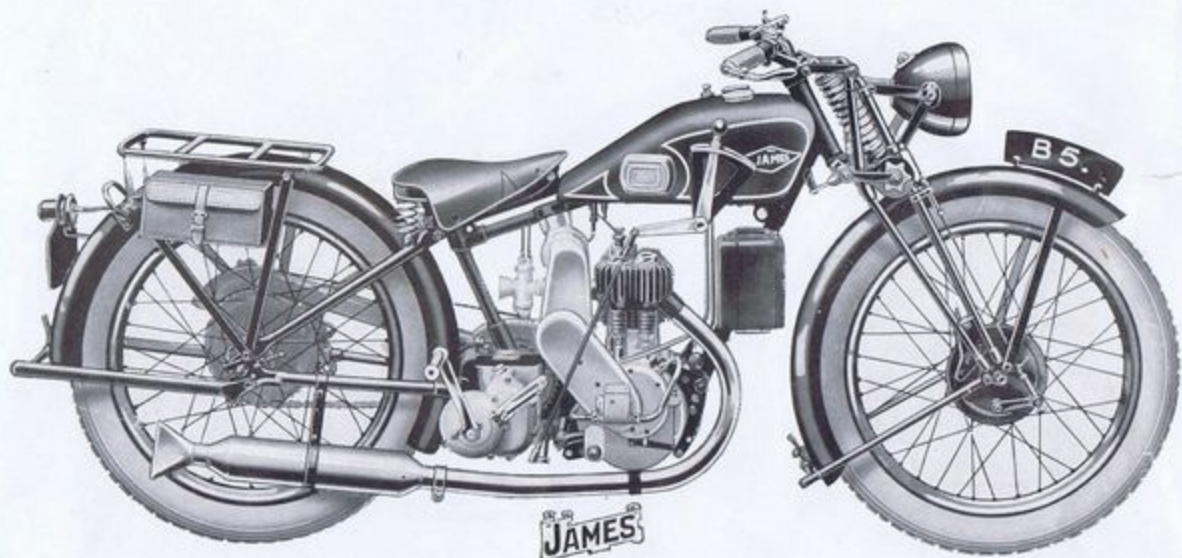
Lucas Electric Horn M.12..... £ 15 0  
 Licence Holder ..... £ 3 6  
 Carrier ..... £ 10 0

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

# No. B5

# The Famous JAMES

## 350 c.c. S.V. SPORTS DE-LUXE SINGLE



### THE FAMOUS JAMES No. B5 350 c.c. S.V. SPORTS DE-LUXE MODEL

The "James" No. B5 De-Luxe Model is designed to meet the demand of the experienced motor-cyclist for a machine which includes all those features of advanced practice which have proved their reliability and efficiency. The engine is an improved 350 c.c., having ball and roller bearings throughout and an efficient and silent valve gear. The large diameter valves are made of a stainless alloy steel—the piston is made of a special aluminium alloy, which together with other unique features of construction employed is conducive to the production of a powerful and lively unit which may be relied upon to retain its tune over long periods of hard usage.

#### SPECIFICATION

ENGINE....."James" 73 x 83.5 m/m., 349 c.c.  
 CARBURETTER...Sinks.  
 IGNITION.....High tension magneto.  
 LUBRICATION...Mechanical pump, with auxiliary hand pump.  
 SILENCER.....Efficient barrel design, with large expansion chamber baffle plates and fishtail.  
 GEAR BOX....."James" patent three-speed.  
 CLUTCH.....Multi-plate, handlebar control.  
 TRANSMISSION... "Renold" roller chains.  
 BRAKES.....Powerful internal expanding front and rear, fabric lined, 6" diameter. Front, hand controlled; rear, by pedal.  
 FOOTRESTS.....Adjustable for position. Large rubber pads.  
 STANDS.....Front and rear. Independent attachment, positive clips.  
 CARRIER.....Detachable, independent stays.

FRAME....."James" low built, perfect steering, integral sidecar lugs, low saddle position.  
 FORK....."James" pattern, with shock absorbers and steering damper, adjustable for wear, easy and safe steering.  
 HANDLEBAR.....Adjustable sports type, rigid attachment, rubber grips.  
 WHEELS.....26 in. diameter, well section rims, heavy spokes.  
 TYRES....."Goodyear" heavy cord, 26 x 3.25 in. W.O.  
 MUDGUARDS.....Wide and well stayed, deep domed car section front and rear.  
 TANK.....Patent welded steel, saddle type, large capacity. Finished superfine black enamel, gold lined.  
 SADDLE.....Terry multi-spring seat.  
 EQUIPMENT.....Steering damper, knee grips, good tool kit, tyre inflator.  
 FINISH.....Black enamel on rustproofed surface, usual fittings heavily nickel-plated on copper.

#### PRICES

**No. B5 Model De-Luxe £45 0 0 Nett Cash.**

Deferred Terms, including Insurance—Deposit £12 5 0 and 12 monthly payments of £3 7 0

#### EXTRA EQUIPMENT if ordered with Machine.

Lucas "B" Lighting Set, Solo .....	£5 15 0	Four-Speed Gear Box .....	£5 10 0
Side-car .....	£6 5 0	Nickel Chrome Finish to Tank, Handlebar Fittings, Carburetter, Silencing System, Brake Pedal, Gear Lever .....	£3 10 0
Jaeger Speedometer, with All-enclosed Front Wheel Drive, Non-Trip Model .....	£2 5 0	Nickel Chrome Finish to Tank only, Black Panelled and Gold Lined .....	£1 15 0
Jaeger Speedometer, with All-enclosed Front Wheel Drive, Trip Model .....	£2 10 0		

#### THE ABOVE EXTRAS MUST BE ORDERED WITH MACHINE

Leg Shields .....	£1 0 0	Lucas No. 60 Bulb Horn .....	£ 13 6
Air Cleaner, Amal—very efficient .....	£ 8 0	Electric Horn, M.12 .....	£ 15 0
King James Mascot .....	£ 5 6	Licence Holder .....	£ 3 6

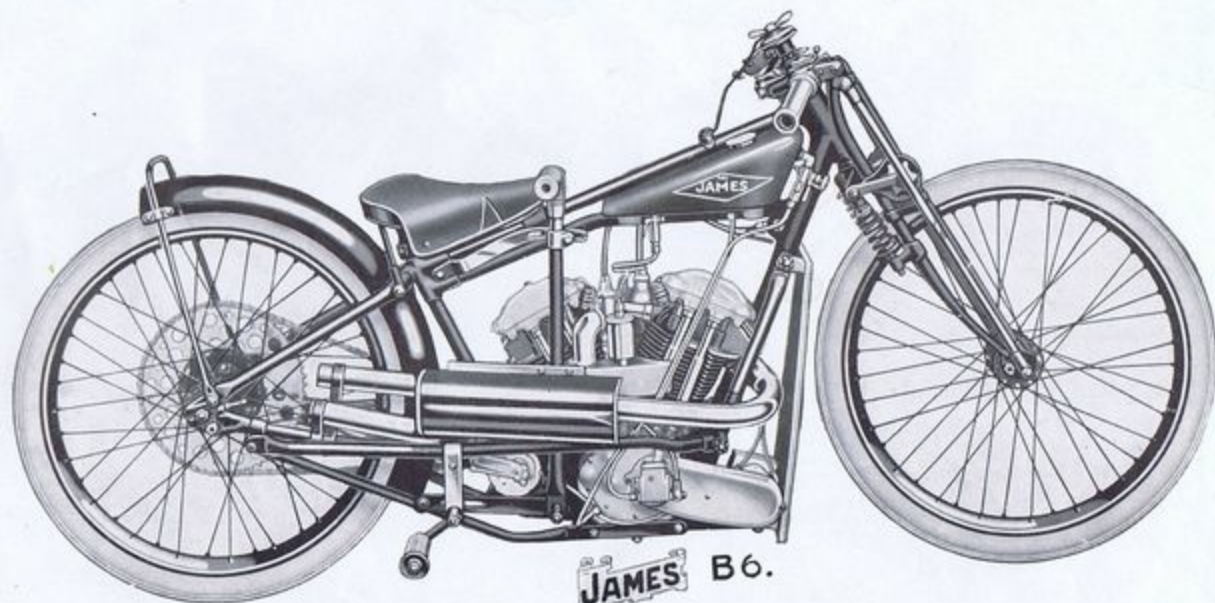
THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM

**Barnstormers Co. Nz**

# No. B6

The Famous  
**JAMES**

500 c.c. O.H.V. SPECIAL  
"SPEEDWAY" MODEL



## THE FAMOUS JAMES No. B6 500 c.c. O.H.V. "SPEEDWAY" MODEL

The "James" "Speedway" Model has been specially designed to meet the peculiar and strenuous work to which these "Speedway" machines are subjected to in dirt track racing. The machine is fitted with a "James" O.H.V. Twin Engine, specially built for the purpose, so as to provide extreme acceleration to high speed which in the hands of a skilful driver is by far the most important factor in winning races. The drive is taken to a multi-plate hand-controlled clutch, which is mounted on a counter shaft carried in a generous sized bearing housing, and from thence by suitable gearing to the rear wheel. Spare sprockets to suit any particular track conditions are available. The frame is particularly rigid and strong, being trussed laterally to prevent whip. The front fork is also furnished with two auxiliary lateral girders which adequately stiffen the fork to withstand the severe stresses produced by broadsiding. The steering of the machine is very good, and the centre of gravity is probably lower than any other machine of its type, which accounts for its unique track holding qualities and steadiness in cornering. We have no hesitation in recommending this machine, which has received many expressions of approbation from some of the most prominent "Speedway" exponents.

### SPECIFICATION.

ENGINE.....	"James" O.H.V. super-sports twin, 64 x 77.5 m/m. 498.6 c.c.	HANDLEBAR.....	Adjustable sports type, rigid attachment, rubber grips.
CARBURETTERS	Synchronized twin operated by single Binks, twist grip control.	WHEELS .....	28 in. diameter, well section rims, heavy spokes.
IGNITION .....	High tension magneto.	TYRES .....	Heavy cord, 28 x 2 1/2 in. B.E.
LUBRICATION ..	Mechanical pump and "James" patent system.	MUDGUARDS ..	Rear only, narrow section to saddle only.
CLUTCH .....	Hand operated, multi plate.	TANK .....	Streamline design.
TRANSMISSION ..	"Renold" roller chains.	SADDLE .....	Terry multi-spring seat.
FOOTRESTS .....	One only, specially designed.	FINISH.....	Black enamel on rustproofed surface, usual fittings heavily plated on copper.
FRAME.....	Dropped back type, very low saddle position, trussed laterally.	EQUIPMENT .....	Knee hook, wire gauze engine shield, air filter, tools, etc.
FORK .....	Special "James" design. Very strong lateral stays, semi-rigid.		

### PRICES

No. B6 "Speedway" Model £85 0 0 Nett Cash.

This model is not sold on deferred terms and is sold without any warranty or guarantee, implied or otherwise.

### EXTRA EQUIPMENT if ordered with Machine

Spare Engine Sprockets .. .. £ 10 6      Spare Rear Chain Wheels .. .. £2 10 0

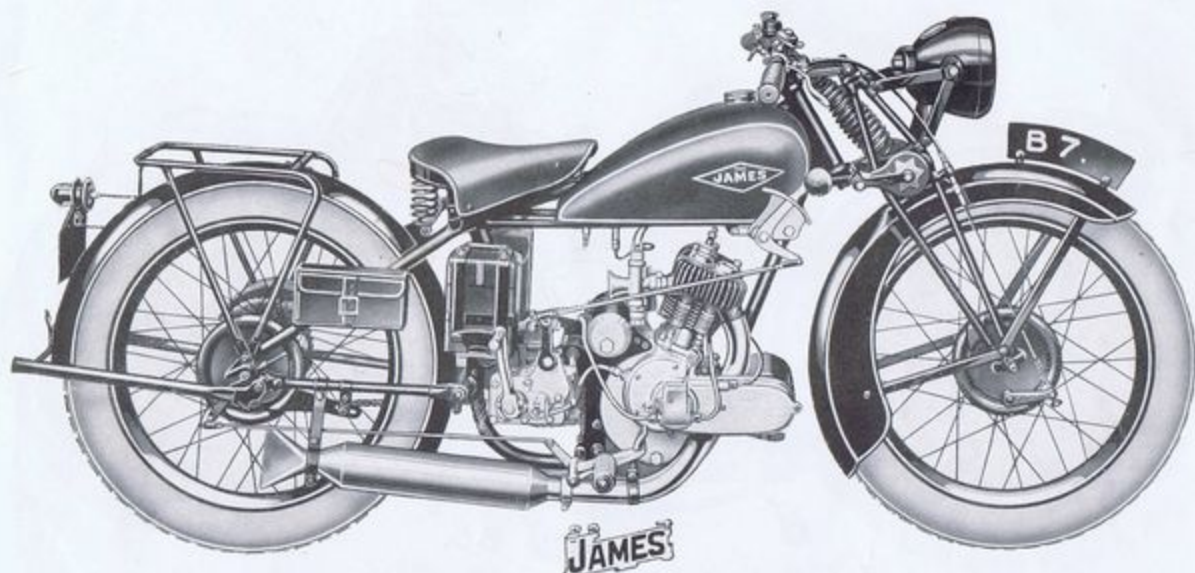
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**Barnstormers Go Nz**

# No. B7

# The Famous JAMES

## 250 c.c. S.V. SUPER-SPORTS DE-LUXE



### THE FAMOUS JAMES No. B7 250 c.c. S.V. SUPER-SPORTS DE-LUXE MODEL

Reliability is the primary consideration throughout the design of the No. B7 250 c.c. Super-sports "James," which is an entirely new model for 1930. Correct design has produced long-wearing qualities without undue weight. In common with other "James" models, the steering is perfect under all conditions. The engine is up-to-date in every way, and is a sound engineering job. The cylinder head is detachable, and is well cooled by radiating fins of correct section. Ball and roller bearings are fitted throughout, including the big end of the connecting rod. Other features are the silent timing gear, large diameter unbreakable valves, adjustable tappets, and the generous size tappet and valve guides. Lubrication is automatically and efficiently accomplished by mechanical pump.

### SPECIFICATION

ENGINE.....	"James" 64 x 77.5 m/m., 249 c.c.	FORK.....	"James" registered design. Adjustable for wear easy and safe steering with shock absorber.
CARBURETTOR ..	Binks.	HANDLEBAR.....	Adjustable sports type, rigid attachment, rubber, grips.
IGNITION.....	High tension magneto.	WHEELS.....	25 in. diameter, well section rims, heavy spokes.
LUBRICATION.....	Mechanical pump.	TYRES.....	"Avon" cord balloon, 25 x 3 in. W.O.
SILENCER.....	Efficient barrel design, with large expansion chamber baffle plates and fishtail.	MUDGUARDS.....	Wide, well stayed, deep domed car section.
GEAR BOX.....	Patent three-speed with side tank control.	TANK.....	Welded steel, carried on brackets brazed to frame. Finished superfine black enamel, lined gold.
CLUTCH.....	Multi-plate shock absorber, handlebar control.	SADDLE.....	"Terry" multi-spring seat.
TRANSMISSION ..	"Renold" roller chains.	EQUIPMENT.....	Tool kit, tyre inflator, etc.
BRAKES.....	Powerful internal expanding front and rear, fabric lined, 6" diameter with weather protectors. Front, hand controlled; rear, by pedal.	LIGHTING SET.....	Lucas 6-volt, separate dynamo, 6-in. head lamp and tail lamp, ammeter and double dimmer.
FOOTRESTS.....	Adjustable for position, large rubber pads.	WEIGHT.....	Under 224 lbs.
STAND.....	Rear only. Independent attachment, positive clips.	FINISH.....	Brilliant black enamel on rustproofed surface, usual fittings heavily plated on copper. All-weather finish.
FRAME.....	Strong loop type, very low saddle position.		

### PRICES

**No. B7 Super-Sports Model £39 15 0 Nett Cash.**

Complete with Lighting Set, as Specification.

Deferred Terms, including Insurance—Deposit £10 18 9 and 12 monthly payments of £2 19 0

### EXTRA EQUIPMENT if ordered with machine

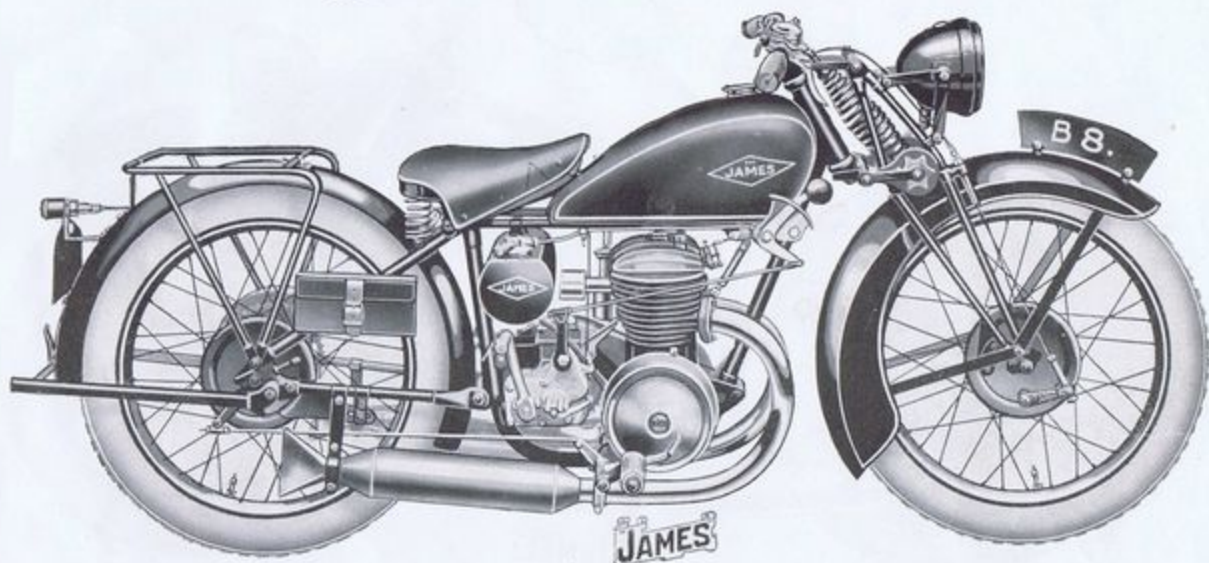
Jaeger Speedometer, with All-enclosed Front Wheel Drive, Non-Trip Model.....	£2 5 0	Nickel Chrome Finish to Handlebar Fittings, Carburettor, Tank and Silencing System, Gear Lever and Brake Pedal.....	£3 10 0
Jaeger Speedometer, with All-enclosed Front Wheel Drive, Trip Model.....	£2 10 0	Nickel Chrome Finish to Tank only, Black Panelled and Gold Lined.....	£1 15 0
Knee Grips.....	£ 7 6		
<b>THE ABOVE EXTRAS MUST BE ORDERED WITH MACHINE</b>			
Leg Shields.....	£ 17 6	Lucas Bulb Horn No. 60.....	£ 13 6
Air Cleaner, Amal—very efficient.....	£ 8 0	Electric Horn, M. 12.....	£ 15 0
King James Mascot.....	£ 5 6	Licence Holder.....	£ 3 6

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

# No. B8

# The Famous JAMES

# 247 c.c. SUPER-SPORTS TWO-STROKE DE-LUXE



## THE FAMOUS JAMES No. B8 247 c.c. SUPER-SPORTS TWO-STROKE DE-LUXE

The "James" B8 Sports De-Luxe Model was introduced to meet the demand for a higher powered Two-stroke machine capable of giving a good speed average with a large reserve of power for hill climbing, and a record of reliability beyond reproach. In general appearance it follows closely the design of our other Lightweight Models, but the frame has been specially strengthened by the employment of large diameter tubes and heavy gauge material. A Shock Absorber is included in the clutch. The exhaust system is efficient and is neatly disposed of on either side of the machine. The machine is complete in every detail, including electric light, with large head lamp and tail lamp.

### SPECIFICATION

ENGINE	"Villiers" 247 c.c. super-sports, 67 m/m bore x 70 m/m stroke.	HANDLEBAR	Adjustable sports type, rubber grips.
CARBURETTOR	"Villiers" two lever with air cleaner.	WHEELS	25 in. well section rims, heavy spokes.
IGNITION	Flywheel magneto.	TYRES	"Avon" cord balloon, 25 x 3 in. W.O.
LUBRICATION	"Villiers" improved automatic, separate oil tank.	STAND	Rear only. Weldless steel tubes, positive clip.
SILENCER	Twin exhaust pipes and large expansion chambers, and fish tails.	CARRIER	Tubular.
GEAR BOX	Three-speed, with side tank control.	FOOTRESTS	Adjustable, round rubber.
CLUTCH	Two plate inserted segments. Shock absorber. Handlebar control.	MUDGUARDS	4½ in. wide, dome section valanced front.
TRANSMISSION	"Renold" roller chain.	TANK	Patent welded steel saddle type, finished superfine black enamel, gold lined.
BRAKES	Very powerful, 6 in. front and rear. Internal expanding, fabric lined with weather protectors.	SADDLE	"Terry" flexible spring seat.
FRAME	Strong loop type of best quality high carbon weldless steel tubes.	LIGHTING	"Villiers" electric lighting set (direct), large head lamp, and rear lamp.
FORK	Well triangulated for strength, spring suspension. Fitted with fork dampers.	EQUIPMENT	Pannier toolbag, tool kit, tyre inflater, and oil gun.
		WEIGHT	Under 224 lbs.
		FINISH	Brilliant black enamel on rustproof surface. All-weather finish throughout.

### PRICES

**No. B8 Super-Sports De-Luxe Model £37 10 0 Nett Cash.**

Complete with Lighting Set, as Specification.

Deferred Terms, including Insurance—Deposit £10 7 6 and 12 monthly payments of £2 16 0

### EXTRA EQUIPMENT if ordered with Machine

Rectifier Battery Charging Set	£4 0 0	Nickel Chrome Finish to Handlebar Fittings, Carburettor, Tank, Silencing System, Gear Lever and Brake Pedal	£3 10 0
Jaeger Speedometer, with All-enclosed Front Wheel Drive, Non-Trip Model	£2 5 0	Nickel Chrome Finish to Tank, Black Panelled, Gold Lined	£1 15 0
Jaeger Speedometer, with All-enclosed Front Wheel Drive, Trip Model	£2 10 0		
Knee Grips	£ 7 6		

### THE ABOVE EXTRAS MUST BE ORDERED WITH MACHINE

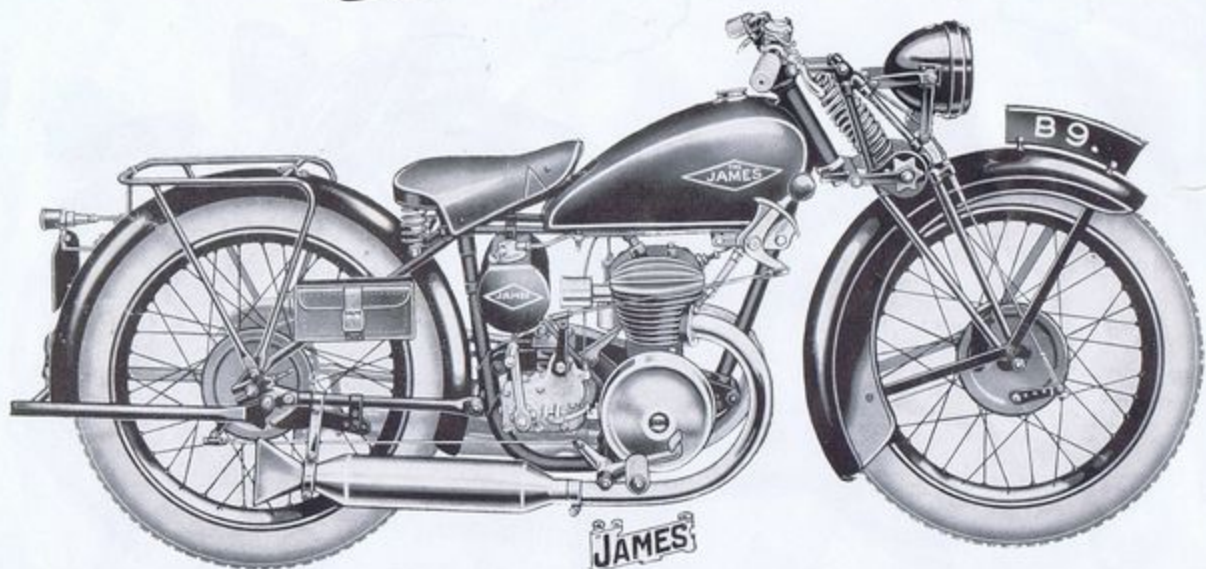
Leg Shields	£ 17 6	Lucas Bulb No. 60 Horn	£ 13 6
King James Mascot	£ 5 6	Licence Holder	£ 3 6

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

# No. B9

# The Famous JAMES

## 196 c.c. SUPER-SPORTS TWO-STROKE DE-LUXE



### THE FAMOUS JAMES No. B9 196 c.c. SUPER-SPORTS TWO-STROKE DE-LUXE

The engine fitted to the "James" Model B9 is an entirely new design introduced by us this Season to provide a fast and lively lightweight capable of a "mile-a-minute" gait, yet sufficiently tractable for ordinary business or touring use. Nothing has been spared to equip this machine with all that expresses reliability and comfort: the saddle position is low and the handlebar and footrests are adjustable so as to provide a comfortable position for riders of varying stature. The exhaust system is efficient and the disposition of the silencers adds considerably to its appeal to the sporting rider.

#### SPECIFICATION

ENGINE.....	"Villiers" 196 c.c. super-sports, 61 m/m bore x 67 m/m stroke.	HANDLEBAR.....	Adjustable sports type, rubber grips.
CARBURETTER.....	"Villiers" two lever, with air cleaner.	WHEELS.....	25 in. well section rims, heavy spokes.
IGNITION.....	Plywheel magneto.	TYRES.....	"Avon" cord balloon, 25 x 3 in. W.O.
LUBRICATION.....	"Villiers" improved automatic, separate oil tank.	STAND.....	Rear only. Weldless steel tubes, positive clip.
SILENCER.....	Twin exhaust pipes and large expansion chambers, and fish tails.	CARRIER.....	Tubular.
GEAR BOX.....	Three speed, with side tank control.	FOOTRESTS.....	Adjustable, round rubber.
CLUTCH.....	Two plate inserted segments. Handlebar control.	MUDGUARDS.....	4½ in. wide, dome section, deeply valanced.
TRANSMISSION.....	"Renold" roller chain.	TANK.....	Patent welded steel saddle type, finished superfine black enamel, gold lined. "James" Regd. Design.
BRAKES.....	Very powerful, 6" front and rear. Internal expanding, fabric lined, with weather protectors.	SADDLE.....	"Terry" flexible spring seat.
FRAME.....	Loop type of best quality high carbon weldless steel tubes.	LIGHTING.....	"Villiers" electric lighting set (direct), large head lamp, and rear lamp.
FORK.....	Well triangulated for strength, spring suspension. Fitted with fork dampers.	EQUIPMENT.....	Pannier toolbag, tool kit, tyre inflater, and oil gun.
		WEIGHT.....	Under 200 lbs. Tax 30/-.
		FINISH.....	Brilliant black enamel on rustproof surface. All-weather finish throughout.

#### PRICES

**No. B9 Super-Sports De-Luxe Model £35 10 0 Nett Cash.**

Complete with Lighting Set, as Specification.

Deferred Terms, including Insurance—Deposit £9 17 6 and 12 monthly payments of £2 13 4

#### EXTRA EQUIPMENT if ordered with Machine

Rectifier Battery Charging Set.....	£4 0 0	Knee Grips.....	£ 7 6
Jaeger Speedometer, All-enclosed Front Wheel Drive, Non-Trip Model.....	£2 5 0	Nickel Chrome Finish to Handlebar Fittings, Carburettor, Tank, Silencing System, Gear Lever and Brake Pedal.....	£3 10 0
Jaeger Speedometer with All-enclosed Front Wheel Drive, Trip Model.....	£2 10 0	Nickel Chrome Finish to Tank only, Black Panelled, Gold Lined.....	£1 15 0

**THE ABOVE EXTRAS MUST BE ORDERED WITH MACHINE**

Leg Shield.....	£ 17 6	Lucas Bulb Horn No. 60.....	£ 13 6
King James Mascot.....	£ 5 6	Licence Holder.....	£ 3 6

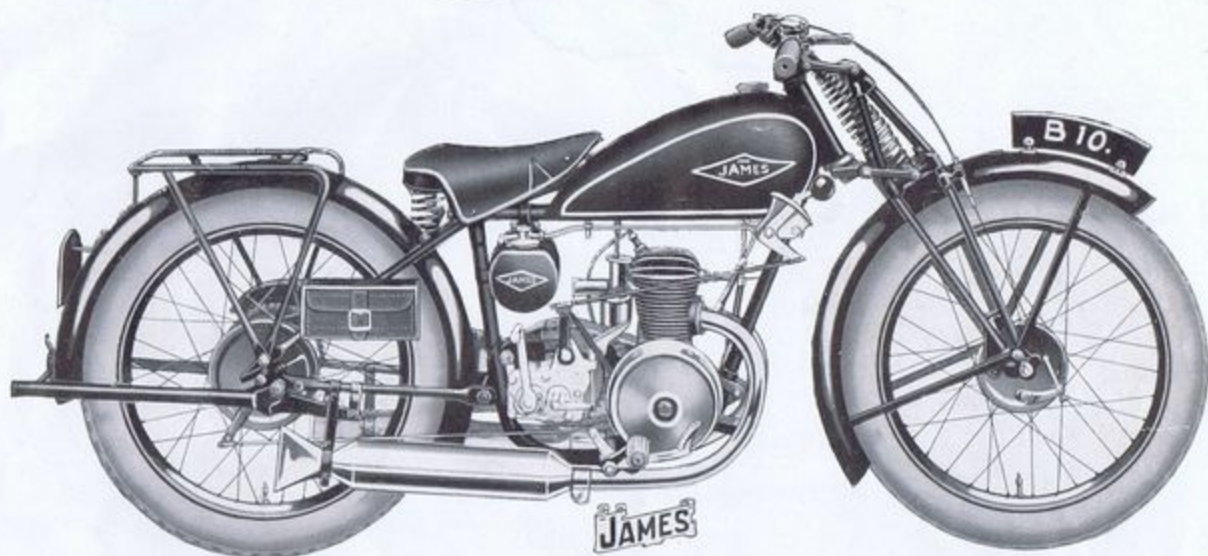
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**Barnstormers Co. Nz**

# No. B10

The Famous  
**JAMES**

# 196 c.c. SPORTS TWO-STROKE



## THE FAMOUS JAMES No. B10 196 c.c. SPORTS TWO-STROKE

The "James" No. B10 Standard 196 c.c. Sports Model embodies many improvements over the 1929 Model, which created such a sensation at the last Olympia Show on account of its amazing specification and low price. This model met with an instantaneous success both at home and abroad, which success has consistently been maintained. The engine has a lower compression ratio than the super sports engine, and consequently is more tractable in experienced hands, although it may be depended upon to acquit itself creditably under the control of an experienced rider. We particularly direct the reader's attention to the specification below.

### SPECIFICATION

ENGINE.....196 c.c. "Villiers" sports, 61 m/m bore x 67 m/m stroke.  
 CARBURETTER... "Villiers" single lever.  
 IGNITION.....Flywheel magneto.  
 LUBRICATION... "Villiers" improved automatic, separate oil tank.  
 SILENCER.....Twin pipes, with large expansion chambers, and fish tails.  
 GEAR BOX.....Three-speed, with side tank control.  
 CLUTCH.....Two plate inserted segments. Handlebar control.  
 TRANSMISSION... "Renold" roller chain.  
 BRAKES.....Very powerful, 6" front and rear. Internal expanding, fabric lined, with weather protectors.  
 FRAME.....Loop type of best quality high carbon weldless steel tubes.

FORK.....Well triangulated for strength, spring suspension.  
 HANDLEBAR.....Adjustable sports type, rubber grips.  
 WHEELS.....25 in. well base rim, heavy spokes.  
 TYRES....."Avon" balloon cord, 25 x 3 in. W.O.  
 STAND.....Rear only. Weldless steel tubes. Positive clip.  
 CARRIER.....Tubular.  
 FOOTRESTS.....Adjustable, round rubber.  
 MUDGUARDS.....Wide, dome section.  
 TANK.....Patent welded steel saddle type, finished superfine black enamel, lined gold. "James" Regd. Design.  
 SADDLE....."Terry" flexible spring seat.  
 EQUIPMENT.....Large toolbag, tool kit, tyre inflater, and oil gun.  
 WEIGHT.....Under 200 lbs. Tax 30/-.  
 FINISH.....Brilliant black enamel on rustproof surface. All-weather finish throughout.

### PRICES

**No. B10 Standard Sports Model £29 10 0 Nett Cash.**

Deferred Terms, including Insurance—Deposit £8 7 6 and 12 monthly payments of £2 5 3

### EXTRA EQUIPMENT if ordered with Machine

Rectifier Battery Charging Set .....	£5 0 0	Fork Dampers .....	£ 15 10
Direct Lighting Set, Large Head Lamp and Tail Lamp .....	£2 12 0	Knee Grips .....	£ 7 6
Direct Lighting Set, Small Head Lamp and Tail Lamp .....	£2 0 0	Nickel Chrome Finish to Handlebar Fittings, Tank, Carburettor, Silencing System, Gear Lever and Brake Pedal .....	£3 10 0
Jaeger Speedometer, with All-enclosed Front Wheel Drive, Non-Trip Model .....	£2 5 0	Nickel Chrome Finish to Tank only, Black Panelled, Gold Lined .....	£1 15 0
Jaeger Speedometer, with All-enclosed Front Wheel Drive, Trip Model .....	£2 10 0		

THE ABOVE EXTRAS MUST BE ORDERED WITH MACHINE

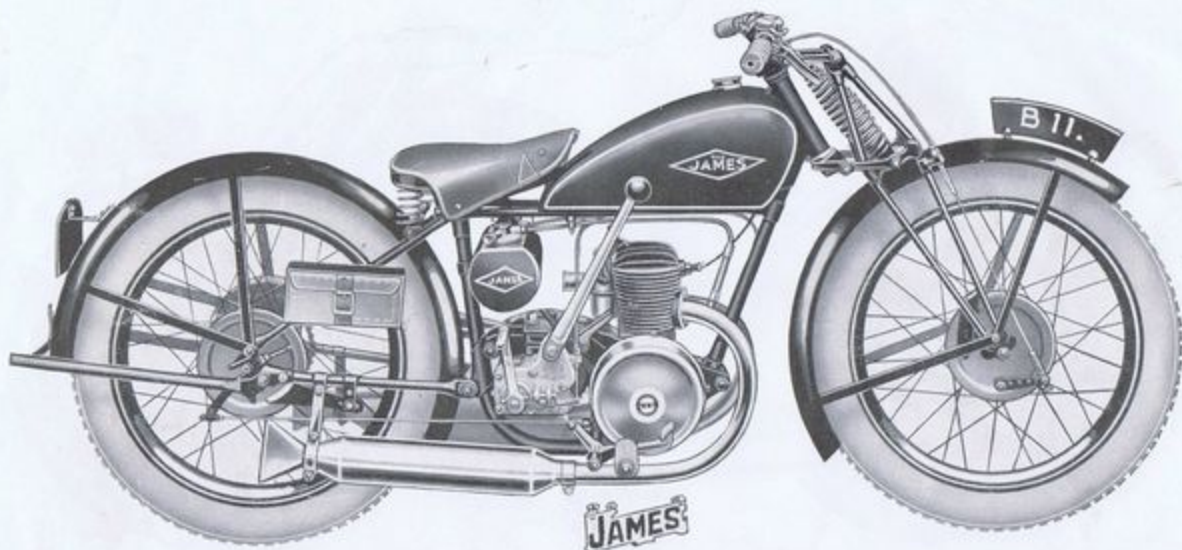
Leg Shields .....	£ 17 6	Lucas Bulb Horn No. 60.....	£ 13 6
Air Cleaner, "Villiers" Centrifugal Type .....	£ 3 6	Licence Holder .....	£ 3 6
King James Mascot .....	£ 5 6		

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

# No. B11

# The Famous JAMES

## 172 c.c. SPORTS TWO-STROKE



### THE FAMOUS JAMES No. B11 172 c.c. SPORTS TWO-STROKE

This machine is an improved type of our 1929 Model A8, at a very much reduced price. It is fitted with a "Villiers" 172 c.c. engine, with automatic lubrication, separate petrol tank and oil tank, 6 in. front and rear brakes, with accommodation for an all-enclosed speedometer drive in the front hub and the mounting for the speedometer on the top of the fork, Terry saddle, Renold chains, and 25 in. by 3 in. tyres. This machine now represents most extraordinary value and may be depended upon for its extreme reliability. It will be found more economical to run than tram, bus or train.

### SPECIFICATION

ENGINE .....	172 c.c. "Villiers" sports, 57.15 m/m bore x 67 m/m stroke.	FORK .....	Well triangulated for strength, spring suspension.
CARBURETTER .....	"Villiers" single lever.	HANDLEBAR .....	Adjustable sports type, rubber grips.
IGNITION .....	Flywheel magneto.	WHEELS .....	25 in. well base rim, heavy spokes.
LUBRICATION .....	"Villiers" improved automatic, separate oil tank.	TYRES .....	"Avon" balloon cord, 25 x 3 in. W.O.
SILENCER .....	Twin pipes, with large expansion chambers, and fish tails.	STAND .....	Rear only. Weldless steel tubes. Positive clip.
GEAR BOX .....	Three-speed.	FOOTRESTS .....	Adjustable, round rubber.
CLUTCH .....	Single plate inserted segments. Handlebar control.	MUDGUARDS .....	Wide, dome section.
TRANSMISSION .....	"Renold" roller chain.	TANK .....	Patent welded steel saddle type, finished superfine black enamel, gold lined.
BRAKES .....	Very powerful, 6" front and rear. Internal expanding, fabric lined, with weather protectors.	SADDLE .....	"Terry" flexible spring seat.
FRAME .....	Loop type of best quality high carbon weldless steel tubes.	EQUIPMENT .....	Large toolbag, tool kit, tyre inflator, and oil gun.
		WEIGHT .....	Under 200 lbs. Tax 30/-.
		FINISH .....	Brilliant black enamel on rustproof surface. All-weather finish throughout.

### PRICES

**No. B11 Standard Sports Model £27 10 0 Nett Cash.**

Deferred Terms, including Insurance—Deposit £7 17 6 and 12 monthly payments of £2 2 6

### EXTRA EQUIPMENT if ordered with Machine

Rectifier Battery Charging Set .....	£5 0 0	Fork Dampers .....	£ 15 0
Direct Lighting Set, with Large Head Lamp and Tail Lamp .....	£2 12 0	Knee Grips .....	£ 7 6
Direct Lighting Set, with Small Head Lamp and Tail Lamp .....	£2 0 0	Nickel Chrome Finish to Tank, Handlebar Fittings, Carburetter, Silencing System, Gear Lever and Brake Pedal .....	£3 10 0
Jaeger Speedometer, with All-enclosed Front Wheel Drive, Non-Trip Model .....	£2 5 0	Nickel Chrome Finished Tank only, Black Panelled, Gold Lined .....	£1 15 0
Jaeger Speedometer, with All-enclosed Front Wheel Drive, Trip Model .....	£2 10 0		

### THE ABOVE EXTRAS MUST BE ORDERED WITH MACHINE

Leg Shields .....	£ 17 6	Lucas Bulb Horn No. 60 .....	£ 13 6
King James Mascot .....	£ 5 6	Licence Holder .....	£ 3 6
Air Cleaner, "Villiers" Centrifugal Type .....	£ 3 6		

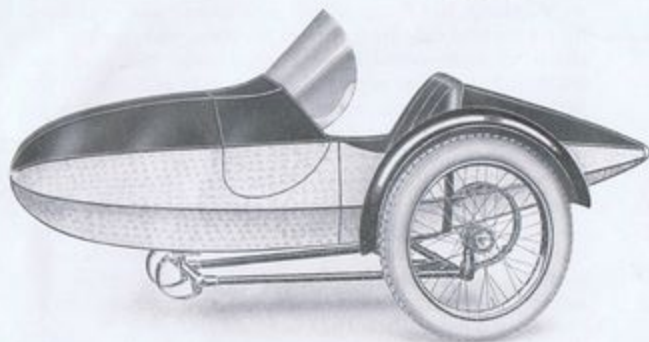
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SIDECARS FOR

The Famous  
**JAMES**

ALL MODELS



No. 1. Super-Sports, body made of aluminium panels, lower half frosted finish, upper panels black enamel, lined gold. Trimmed in antique red. Supplied complete with screen.

**Cash Price ... £22 0 0**

Deferred Terms—

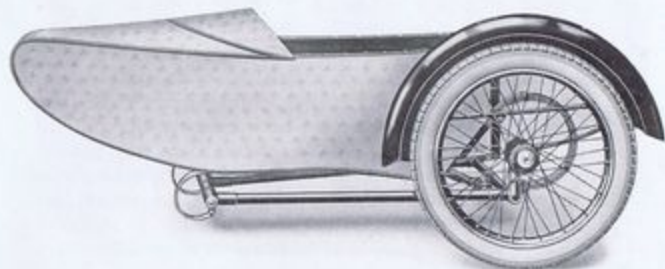
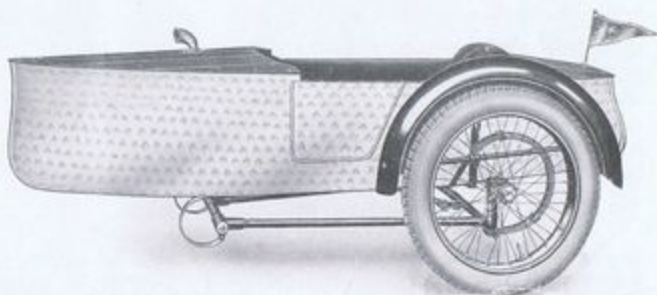
Deposit **£5 10 0**, 12 payments of **£1 10 0**

No. 2. Launch Sports, body made of frosted aluminium panels, top deck board mahogany finished steel. Trimmed in antique red.

**Cash Price ... £21 0 0**

Deferred Terms—

Deposit **£5 5 0**, 12 payments of **£1 9 0**



No. 3. Standard Sports, body made of frosted aluminium panels picked out in black. Trimmed in antique red.

**Cash Price ... £17 0 0**

Deferred Terms—

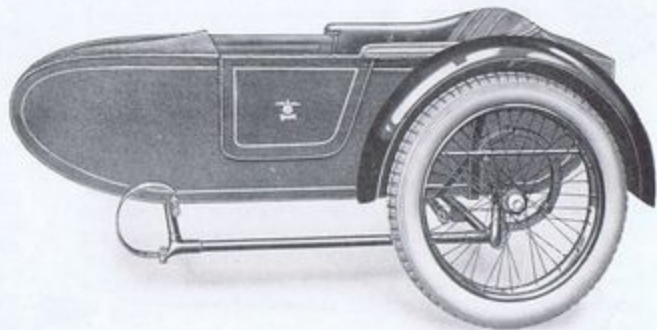
Deposit **£4 5 0**, 12 payments of **£1 3 6**

No. 4. Standard Tourer, body finished in black with gold lines. Trimmed in antique red.

**Cash Price ... £16 10 0**

Deferred Terms—

Deposit **£4 2 6**, 12 payments of **£1 2 6**



The "James" Sidecars, as illustrated above, are offered in such variety as to meet the requirements of all classes and uses. Only the very best materials are employed in their construction. Any type body may be fitted to any chassis to order. Cheaper sidecars may be provided to order, but we strongly recommend the types described above, which we have thoroughly tested and which are sold subject to our guarantee, see page 16.

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

Barnstormers Co. Nz

**PRICES AND SPECIFICATIONS.**—All prices and specifications in this list are subject to alteration without notice.

**ORDERS.**—We reserve the right to decline any order, whether sent direct to us or otherwise, at our absolute discretion.

**PAYMENT.**—All orders received from customers not having a ledger account must be accompanied with a deposit of not less than one-third with order, and balance on *pro forma* invoice. Cheques to be made payable to The James Cycle Co., Ltd., and crossed.

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

**REPAIRS AND SUNDRIES.**—THESE CANNOT BE BOOKED, our terms being nett cash on receipt of *pro forma* invoice. Machines or parts for repair must be sent CARRIAGE PAID, AND THE NAME OF THE SENDER ATTACHED, or they CANNOT BE RECEIVED.

See notes on page 3 of this list.

We use and recommend exclusively the following Lubricants:

Engine Oil for Touring, etc. . . . .	Castrol X.L.
Engine Oil for Racing . . . . .	Castrol R.
Greases . . . . .	Castrol Gearoil, S.
Fork Links, Hubs and Bicycle Parts . . . . .	Castrolse Medium.

Dunlop Tyres may be fitted to any of the Motor Cycles herein listed.

**NOTICE.**—We do not appoint agents for the sale on our behalf of our motor cycles or other goods, but we assign to cycle and motor 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.

**GUARANTEE.**—We give the following guarantee with our motor cycles, motor cycle combinations and sidecars, 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 any motor cycle and/or sidecar used for any dirt track, cinder track, or grass racing track, or competitions (or any competition of any kind within an enclosure for which a charge is made for admission to take part in or view the competition), or machine 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 six months 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 motor cycle, motor cycle combination and sidecar 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 motor cycle, motor cycle combination and sidecar. We undertake, subject to the conditions mentioned below, to make good at any time within six months any defects in these respects. As the motor cycles, motor cycle combinations and sidecars 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 a sidecar to the motor cycle in such a manner as to cause damage, or calculated to render the latter unsafe when ridden.
- 2.—The use of a motor cycle, or of a motor cycle and sidecar combined, when carrying more persons, or a greater weight than that for which the machine was designed by the manufacturers.
- 3.—The attaching of a sidecar to a motor cycle by any form of attachment not provided or supplied by the manufacturers or to a motor cycle which is not designed for such use.

Any motor cycle, motor cycle combination or sidecar 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 six months above referred to, and this guarantee is in lieu 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.

We guarantee that everything possible is done to ensure prompt deliveries of all orders, but we do not accept any responsibility for any delays or non-deliveries of any of our manufactures, and no claim from either dealer or customer can be entertained.

**CONDITIONS OF GUARANTEE.**—If a defective part should be found in our motor cycles, motor cycle combinations or sidecars, 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.

# A few Recent Successes achieved by the Famous "James"

"THE SAME AS YOU CAN BUY"

**SCOTTISH SIX DAYS' TRIAL.**  
Silver Cup.....F. J. Moore.  
Silver Cup and Special Award for best performance.....H. S. Kershaw.  
Gold Medal.....G. B. Kimberley.  
Gold Medal.....H. B. MacMillan.

**AXE CLUB EVENT.**  
Silver Cup.....J. Heal.

**BEMROSE CUP TRIAL.**  
Raleigh Club Cup.....H. B. MacMillan.  
Gold Medal.....H. S. Kershaw.  
Gold Medal.....A. Tyler.

**BARRY CLUB RELIABILITY TRIAL.**  
Gold Medal.....C. A. Blower.  
Silver Medal.....J. Proctor.  
Silver Medal.....E. W. Morris.

**COLMORE CUP TRIAL.**  
Eric Walker Cup.....F. N. Wood.  
Gold Medal.....O. A. Suff.

**CARDIFF CLUB'S RELIABILITY TRIAL.**  
First Class Award.....W. K. Davis.  
First Class Award.....E. W. Stark.  
First Class Award.....C. A. Blower.  
First Class Award.....J. R. Davies.

**EAST SOUTH WALES CENTRE A.C.U. M.C. TRIAL.**  
First Class Award and Team Award—  
H. B. Gibby.

**N. LIVERPOOL M.C. TRIAL.**  
Bootle Members' Cup and Gold Medal  
W. J. Rowland.  
First Class Award.....H. Ruddock.  
First Class Award.....A. J. Griffith.  
First Class Award.....J. Parry.  
First Class Award.....R. Walker.  
First Class Award.....R. Sergeant.  
Winning Team—W. J. Rowland, R. Walker, R. Sergeant.

**NEWCASTLE-EDINBURGH RUN.**  
Engraved Club Tray.....J. Wray.

**SOUTHERN TRIAL.**  
Gold Medal and S/c Cup—  
G. B. Kimberley.  
Gold Medal.....A. C. Matlock.

**TRAVERS' TROPHY TRIAL.**  
Gold Medal.....H. B. MacMillan.  
Gold Medal.....G. S. Arter.

**VICTORY TRIAL.**  
Jennens' Cup.....G. H. Joynson.  
Gold Medal.....H. S. Kershaw.

**OPEN GRAND CUP TRIAL.**  
Silver Cup.....A. Parker.

**KICKHAM TRIAL.**  
Speed Cup.....T. Webb.  
Silver Cup and First Class Award—  
H. S. Kershaw.  
Silver Cup and First Class Award—  
G. Kimberley.

**LONDON-LAND'S END TRIAL.**  
Gold Medal.....F. N. Wood.  
Gold Medal.....J. C. New.  
Gold Medal.....R. D. Plucknett.  
Gold Medal.....H. J. Finden.  
Gold Medal.....C. W. Smith.

**SOUTH MOLTON M.C.C. GRAND PRIZ.**  
First Class Award.....J. S. Rogers.

**LONDON-EDINBURGH RUN.**  
Gold Medal.....C. W. Smith.

**SWANSEA M.C.C. PROSSER CUP TRIAL.**  
Gold Medal.....H. B. Gibby.  
Gold Medal.....W. J. Davies.

**ALEX THOM TROPHY TRIAL.**  
Alex Thom Trophy and First Class Award.....C. A. Blower.

**COVENTRY CUP TRIAL.**  
Silver Cup.....S. T. Smith.  
Silver Cup.....H. J. Findon.  
Silver Cup.....Mrs. M. L. Anning.

**PALMER TROPHY TRIAL.**  
Palmer Trophy and James Cup—  
E. Irving.

**JOHN BULL TROPHY TRIAL.**  
Gold Medal.....H. Stapleton.

**REDDITCH M.C.C. TRIAL.**  
B.S.A. Challenge Cup.....H. S. Kershaw.

**TROWBRIDGE M.C.C. TRIAL.**  
Auto Club Cup and Replica—  
J. Sleightholme.

**THOMPSON TRIAL.**  
James Cup and Replica.... Coulthard.

**WOOLWICH AND DIST. M.C.C. TRIAL.**  
Silver Cup.....F. N. Wood.  
Silver Cup.....J. H. Leedale.

**YEOVIL-LAND'S END TRIAL.**  
Silver Cup and Snell Cup.....J. Anning.  
Silver Cup.....S. Snell.

**BUDAPEST GRAND PRIZ.**  
Winner of 175 c.c. Class.....Gutschy.

**BRIGHTON TO BEER.**  
First Class Award.....S. T. Smith.  
First Class Award.....F. N. Wood.

**BELGIAN GRAND PRIZ.**  
Winner of 175 c.c. Class H. S. Kershaw.

**COOKE'S CUP TRIAL.**  
Special Silence Award and First Class Award.....F. J. Harris.

**DARLINGTON MOTORISTS' TRIAL.**  
Duplex Cup.....A. Whitehead.

**DORCHESTER M.C.C. TRIAL.**  
President's Trophy and Silver Medal—  
R. D. Plucknett.  
First Class Award.....E. Napper.

**LIVERPOOL M.C. TRIAL.**  
Club Silver Cup.....G. K. Joynson.

**NOTTINGHAM CLUBS' RELIABILITY TRIAL.**  
Raleigh Cup and Souvenir Cup, and Nottingham Club Tankard..H. Hanson.

**PONTIN CUP TRIAL.**  
First Class Award.....J. H. Ruddock.  
First Class Award.....G. H. Joynson.

**MERTHYR MORLAIS TRIAL.**  
First Class Award.....H. B. Gibby.  
First Class Award.....C. A. Blower.  
Freeman Shield.....C. A. Blower.  
Berni Cup.....C. A. Blower.  
Best Performance of day.....C. A. Blower.  
Best Sidecar Performance.....C. A. Blower.

**BARRY M.C.C. TRIAL.**  
First Class Award.....C. A. Blower.  
First Class Award.....H. B. Gibby.

**ABERFAN M.C. RELIABILITY TRIAL.**  
First Class Award.....C. A. Blower.  
First Class Award.....H. B. Gibby.  
First Class Award.....J. Davis.  
First Class Award.....W. K. Davis.  
Team Award—J. T. James, C. A. Blower, H. B. Gibby.

**ALEC ROSS TROPHY TRIAL.**  
Gold Medal.....E. Stirman.

**LONDON-BEGGERS' ROOST-LONDON TRIAL.**  
Beggars' Roost Cup.....S. T. Smith.  
The Glencairn Cup.....S. T. Smith.

**DUNELT CHALLENGE TROPHY TRIAL.**  
Club Amateur Cup.....T. H. Webb.

**WESTWARD HO! TRIAL.**  
Conservative Cup.....J. C. New.

**THE M.C.C. HIGH-SPEED TRIAL.**  
Gold Medal (250 c.c.)....F. N. Wood.  
Gold Medal (600 c.c.)....H. J. Finden.

**CARDIFF CLUB'S RELIABILITY TRIAL.**  
Mrs. Parsons Cup.....O. C. Chant.  
Cardiff Garages Cup.....C. A. Blower.  
First Class Award.....H. B. Gibby.  
Second Class Award.....W. M. Jones.

**THE WESSEX SCRAMBLE.**  
First Class Award.....F. N. Wood.

**CAMBRIAN TRIAL.**  
First Class Award.....C. A. Blower.

**EBBW VALE AND DISTRICT TRIAL.**  
First Class Award.....C. A. Blower.  
Best Solo and Team Prize—  
H. B. Gibby.

**PANT M.C.C. TRIAL.**  
First Class Award and best performance of day.....H. B. Gibby.

**LEY TROPHY TRIAL.**  
First Class Award.....H. B. Gibby.

**NEWPORT AND GWENT TRIAL.**  
First Class Award.....H. B. Gibby.

**PROSSER CUP TRIAL.**  
First Class Award.....H. B. Gibby.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM  
**Barnstormers Go Nz**



"Give me the moonlight — give me a 'James' —  
and leave the rest to me!"

With apologies to the popular song.

THE JAMES CYCLE CO., LTD., LONDON AND BIRMINGHAM  
**Barnstormers Co. Nz**