



JAMES THE FIRST



The Famous
"JAMES"

Barnstormers.co.nz

KING OF MOTOR CYCLES

ESTABLISHED 1870

THE FAMOUS JAMES MOTOR CYCLES

MANUFACTURED SOLELY BY

THE JAMES CYCLE CO. LTD.



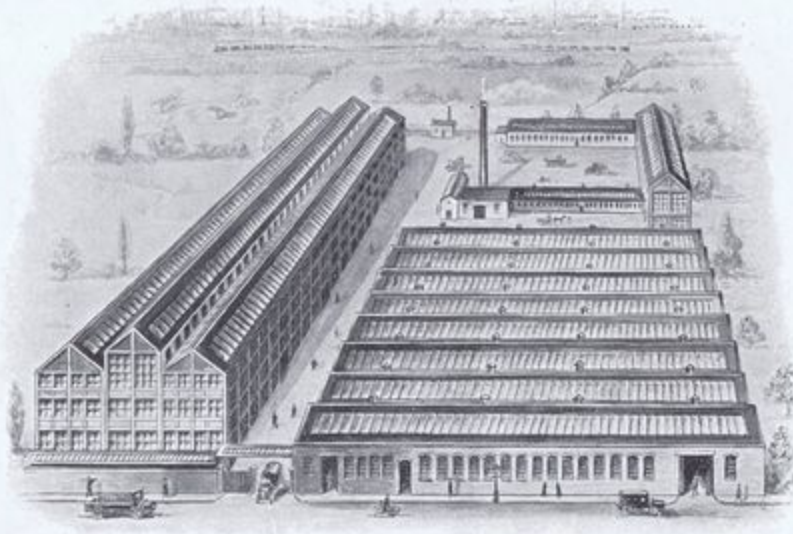
TRADE MARK.



TRADE MARK



COACHBUILDING WORKS.



CYCLE AND MOTOR WORKS.



LABORATORY & EXPERIMENTAL WORKS.

Head Office and Works: GOUGH ROAD, GREET, BIRMINGHAM

NEAREST STATION: SMALL HEATH (GREAT WESTERN RAILWAY)

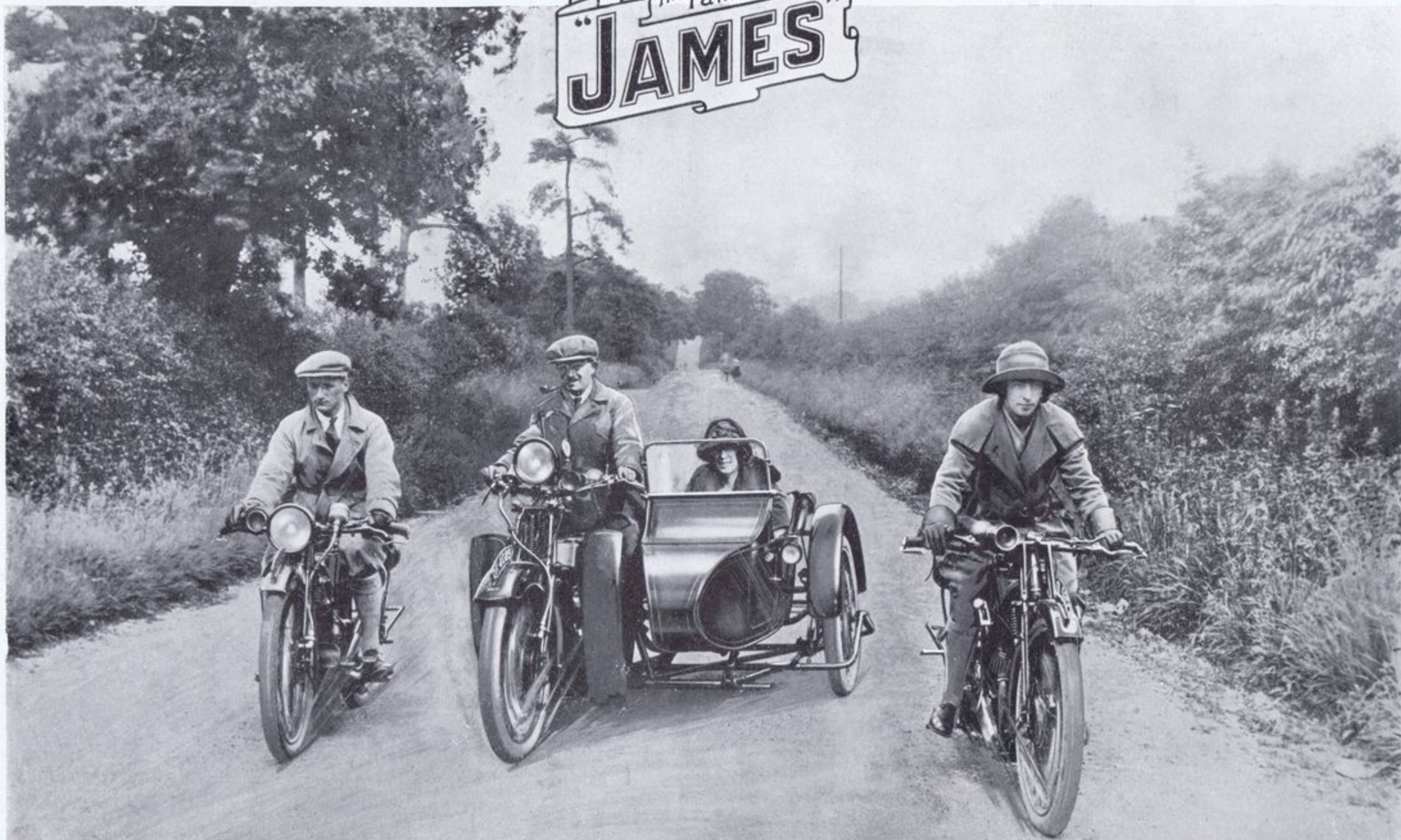
LONDON SHOWROOMS:
22 HOLBORN VIADUCT, LONDON, E.C. 1
TELEPHONE - - - 1914 CENTRAL.
TELEGRAMS - - - "JACYCOM, LONDON."

BIRMINGHAM
TELEPHONE - - - 429 VICTORIA
(PRIVATE BRANCH EXCHANGE).
TELEGRAMS - - - "BICYCLES, BIRMINGHAM."

DUBLIN DEPOT:
106-107 MID. ABBEY STREET
TELEPHONE - - - 1764 DUBLIN.
TELEGRAMS - - - "HUET. DUBLIN."

Barnstormers.co.nz

The Famous
JAMES



THE FAMOUS JAMES MOTORCYCLES "OVER-RIDE" ALL

THE JAMES MOTOR CYCLE MODELS

Reputation



REPUTATION cannot be bought, it can only be earned. In the case of motor cycles, we are in the position of having been in the industry from its earliest days, engaged in the production of quality machines only. This has earned for us a reputation for soundness of product of which we are exceedingly proud. Further, we are determined to make the utmost efforts towards the enhancement of this reputation by remaining faithful to the high traditions of courtesy

and honesty of purpose in our dealings with our clients.

The "James" Motor Cycle has always been progressive in design, and has led by introducing to the motor cycling public such innovations as: the all-chain drive; the countershaft three-speed gear with clutch and kick start; and all-enclosed chain drive, integral combination of sidecar and motor cycle, etc.

During the past year we have had phenomenal successes in national and international competitions. In both the A.C.U. English and Scottish six days' trials, the "James" secured the Team Prize, which is the Blue Ribbon

award, in both events for reliability. The high reputation thus earned has been consistently maintained in many other reliability trials which have been held all over the world. Elsewhere we print a small portion of the successes thus obtained.

The range of motor cycles offered for 1925 is a particularly comprehensive one, catering for every class of motor cyclist.

The 2½ h.p. is a handy "go anywhere" mount which the beginner will find most useful and tractable.

Then there is the popular 3 h.p., which, without doubt, is the finest value-for-money model ever offered to the motor cycling public. We have made no effort to compete with the cheap type of motor bicycle. Everything in the "James" 3 h.p. is of the very best, in accordance with our high reputation.

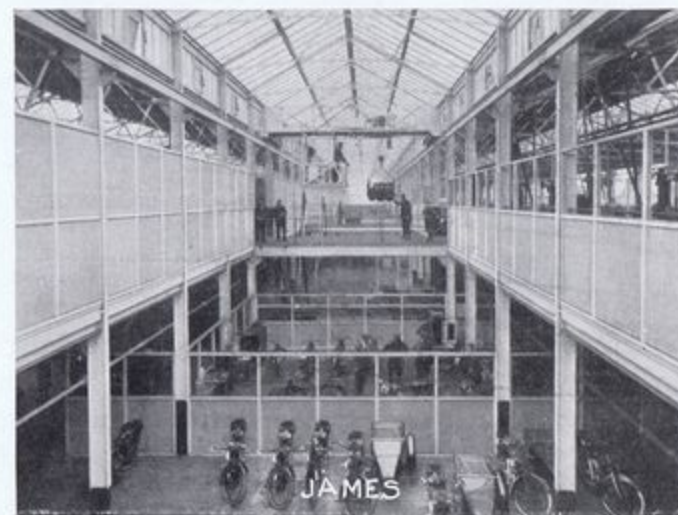
The "James" 3½ h.p. is a smooth running, easily controlled, reliable and fast machine. It is a really sporting mount when used either as a touring solo stripped for fast road work, or used in conjunction with a light but comfortable sidecar. Each machine is guaranteed to have done over 65 m.p.h.

The 4 h.p. model is offered as an outstanding example of sturdy reliability. The specification will show that it is complete in every detail as a perfect dual purpose mount. It is offered with every confidence.

No. 10 De Luxe model has been retained in precisely the same form as 1924. The machine includes every detail of refinement possible to a high-grade *de luxe* combination, and attention is directed to the very full specification.

Lastly, the No. 18 O.H.V. is submitted as a high-grade fast sports machine for hill climbs and speed events. The machine may be depended upon to stand up to the ultra-efficiency conditions which are demanded of such a model.

Our prices, having regard to quality, specification, equipment and general finish, are reasonable and moderate. Our traditions do not allow us to descend to competition on price alone. We believe quality remains a pleasurable possession long after initial price is forgotten.



THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

Special features of



Motor Cycles

Motor Cycle Frames

The "James" Motor Cycle Frames are well designed foundations, built for the accommodation of the engine, gear box, and other units of the complete motor bicycle, making with them a mechanically efficient and balanced machine. The design embodies all the essential technical requirements as to steering lead, rake, etc., and also provides for the heavy stresses imposed upon the various members of the frame by the attachment



"JAMES" MOTOR CYCLE FRAME.

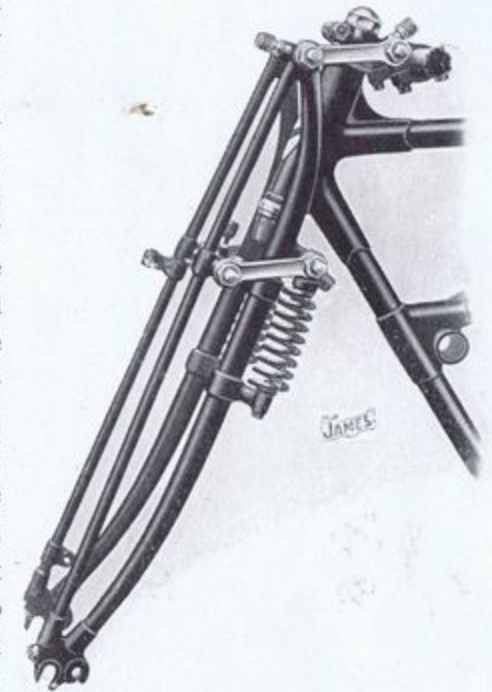
of a sidecar. Only high-class weldless steel tubes are used in their construction, and these are, wherever necessary, specially drawn taper tubes, tapering from the thickened butt to normal gauge, thus allowing the vibration to be dissipated over the entire area of the tube. The fittings of the frames 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. Brake controls and sidecar attachments are all incorporated in the design of the frame.

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Spring Forks

The "James" Anti-vibratory Trussed-spring Fork is a distinctive feature obtainable only on "James" machines; the particular design allowing the main blade to follow the centre line of the head instead of being carried forward parallel thereto, accounts for the wonderful steering qualities of the "James" machine.

Detailed improvements have been introduced which add to the efficiency and long life of the forks, amongst which are the provision of screw-down greasers to each fork shaft, ensuring thorough lubrication of same; the simple and effective arrangement for adjusting the links for wear and the employment of interchangeable steel links of a stronger section. On the Sidecar Models the forks are constructed with specially long bearings, to take up the extra strains imposed by sidecar. The old "James" practice of using heavy butted steering columns and solid steel stampings for the fork crowns is still adhered to, as is also the practice of constructing the fork with blades, taper butted, and fitted with long liners.



"JAMES" SPRING FORK.

THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

Special features of

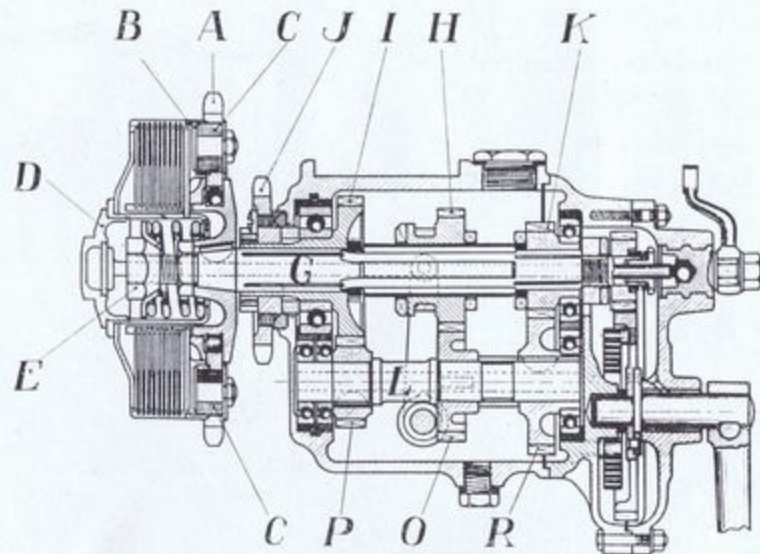


Motor Cycles

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

is fitted to all models except the No. 17 Two-Speed. 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. In the first place, the power is transmitted from the engine by chain to the countershaft **G**, which is therefore continually revolving so long as the clutch is in. When dog **H** (which slides on the countershaft) is moved into engagement with gear wheel **I**, it locks the countershaft and the driving sprocket together and gives a direct drive, which is the normal gear. When dog **H** is moved into engagement with gear **O**, the drive is transmitted from the countershaft to the layshaft, giving second or middle gear. When dog **H** is moved into engagement with gear **K**, the drive is transmitted from the countershaft to the layshaft via gears **K** and **R**, giving a further reduced speed, which is third or low gear—the medium position between the middle and low gear provides the neutral position.



"JAMES" THREE-SPEED COUNTERSHAFT GEAR-BOX.

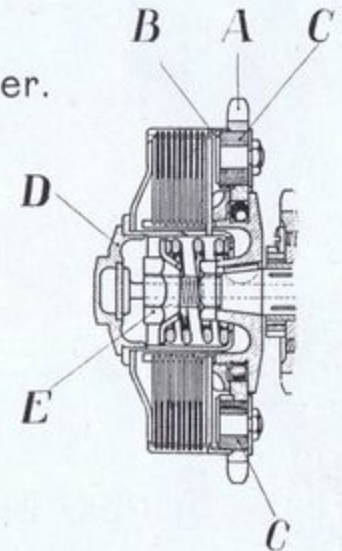
effected by a sliding dog mounted on the countershaft. Both gear shafts are mounted in annular ball bearings, the one at the clutch end of the main shaft being a particularly large bearing, which is provided to stand unlimited wear without the necessity for adjustment. The sectional illustration given shows the general arrangement of working parts, and

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JAMES Clutch and Shock Absorber.

The sectional illustration shows the general arrangement of the clutch and shock absorber, which is now incorporated in the clutch mechanism. The power from the engine is transmitted to chain wheel **A** which is carried on clutch shell **B**, the power being transmitted thereto through rubber buffers **C**. The clutch, which is the well-tried "James" system of metal to metal steel and phosphor bronze alternate plates, is retained as before, but the adjustment of the clutch has been simplified and is accomplished as follows:—

Take off cap **D**, and with the special spanner provided screw up nut **E** or slacken same as desired.



"JAMES" CLUTCH AND SHOCK ABSORBER

THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

Special features of



Motor Cycles

JAMES Brakes.

The design of efficient brakes for motor cycles is a point which has exercised the minds of manufacturers probably more than any other feature of the machine outside the power unit. We offer for 1925 brakes

of approved design and action, which may be relied upon under all conditions to function effectively. The brakes illustrated are fitted to all models in our range with the exception of the 2½ h.p. No. 17 model, which is essentially a lightweight machine. No effort has been spared to ensure that the material used in the construction of these brakes is the best procurable for the purpose required. 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 of 1924, which recorded "the 'James' machines were well braked rear and front after 1,000 miles' running."



"JAMES" REAR BRAKE.

JAMES Rear Brake.

The illustration indicates the rear brake mechanism as fitted as standard to all "James" models except No. 17. As will be seen, the brake

drum is integral with the rear chain wheel; being made from a steel forging, it is secured to the rear hub by splines cut in the nave of the brake drum. The brake shoes are of special aluminium alloy, faced with steel, carrying asbestos compressed fabric, which is easily renewable. The brake action is controlled by a cam having an outside lever as illustrated, whilst any binding of the brake when not in operation is ensured by the powerful springs illustrated. It is a brake which may be relied upon to give perfect control under all road conditions.

JAMES Front Brake.

The necessity for a really efficient brake for the front wheel of modern motor cycles has been emphasized over and over again, and we now offer to riders of our machines a front brake which may be relied upon for efficiency under all conditions. It follows closely the design of the rear brake as described above, but is not so large. The drum is a solid steel forging, and provides also the spoke flange and accommodation for the hub cups. The adjustment of the brake and hub bearings is a very simple matter, and full provision has been made to keep mud and water from the bearings.



"JAMES" FRONT BRAKE.

THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

Special features of



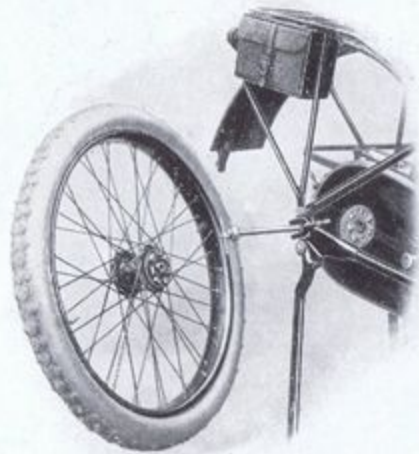
Motor Cycles



Detachable and Interchangeable Wheel.

This feature is probably the greatest comfort and convenience which has been brought before the motor cyclist for several years, and no rider who has struggled with a refractory tyre under unfavourable circumstances will hesitate to confirm our assertion. The boon of being able to change a wheel in a minute, and leave all the chain and brake gear untouched,

has only to be considered for an instant to be appreciated. As presented by the "James" detachable wheel, all the benefits are offered with a minimum of detail. Briefly, the wheels themselves are self-contained, having their bearings mounted on a hollow axle within the hub. The chain sprocket and brake drum is carried on an independent bearing mounted on the chain stay end. Both the chain sprocket and the road wheel are furnished with interlocking serrations or dogs, which engage and are held together by a spindle, which has only to be removed, when the road wheel is free to be exchanged. No other mechanism is affected, the



REAR WHEEL DETACHED

gear cases, chain and brake adjustments, etc., being left undisturbed without the need for any adjustment afterwards. This detachable wheel is fitted to the No. 10 De Luxe, and is interchangeable on that model all round. It is also standard fitting on Model No. 19, rear wheel, and may be fitted to rear wheels of models Nos. 11 and 12 at an extra charge.



Silencers.

The illustration shows the section of the Silencers as fitted to most models in our range for 1925.

The body is made of aluminium and is of large capacity, it is provided with a full complement of baffle plates so arranged as to break up the velocity of the exhaust gases and allow these to escape without undue noise or back pressure.

In the 1924 six days' A.C.U. Stock Machine Trial, this type of silencer was used, and earned the Press verdict: "The 'James' machines were the most silent in the trial, and sounded more like a car than a motor cycle."



"JAMES" SILENCER.

THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

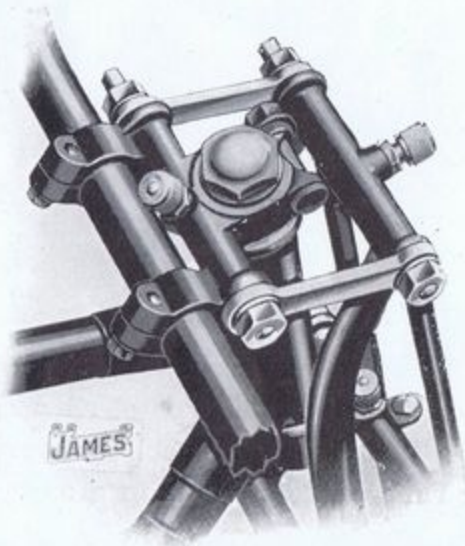
Special features of



Motor Cycles

JAMES Adjustable Handlebars.

The illustration shows the adjustable Handlebar Assembly as fitted on all standard models, except No. 10 and No. 17. It will be seen that it is a combination of the head clip and handlebar clip. Any reasonable adjustment of handlebar is possible to suit the fancy of the rider. Another very important feature is the fact that there is absolutely no possibility of the handlebar slipping round in the stem.

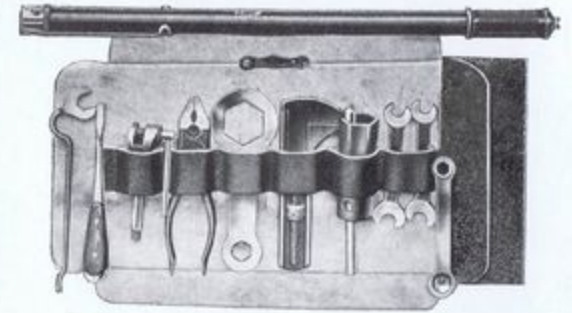


"JAMES" ADJUSTABLE BARS.

The illustration also shows the method of Fork Shaft Adjustment. It will be seen that the ends of the fork shafts are squared. The adjustment of the links is effected by first unscrewing the lock-nut and screwing up the shaft by the squared end until the play is removed, afterwards the lock-nut should be again screwed up. The illustration also shows the method of lubrication, which is a feature which should be attended to frequently to ensure the proper working of the spring fork.

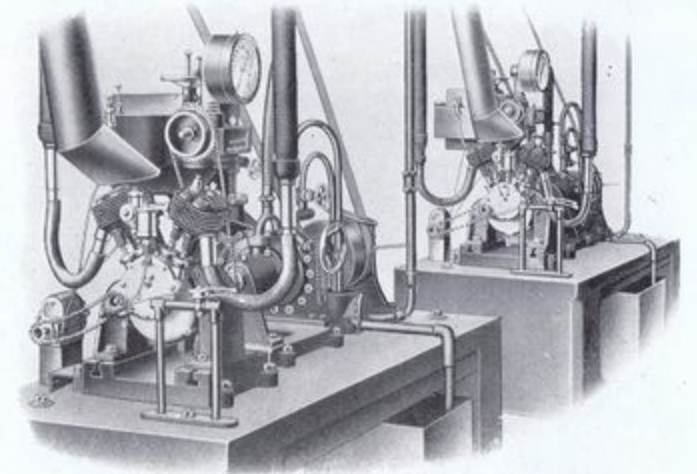
JAMES Tools in Roll.

A full kit of tools and suitable implements is supplied with each model, including adjustable spanner, tubular box and fixed spanners, tappet spanner, screwdriver, chain rivet extractor, pliers, etc., firmly secured in a substantial leather tool roll.



Engine Test.

Engines of all sizes are tested for power efficiency on the dynamometers, as illustrated. The operation is carried out in a special department set apart for this purpose. Each engine is passed to a definite standard, so as to ensure the full power output being at the disposal of the rider.



DYNAMOMETERS.

THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

Special features of

The Famous
JAMES

Motor Cycles

JAMES Engine Test.

After the power test is completed, the engine is again examined to ensure valve adjustments are perfect, lubrication ways clear and effective for all parts, and that the general assembly under load is clean and oil-tight. A detailed description of the power unit for each model will be found on the specification page for the model described.

JAMES Service and Spares Department.

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.

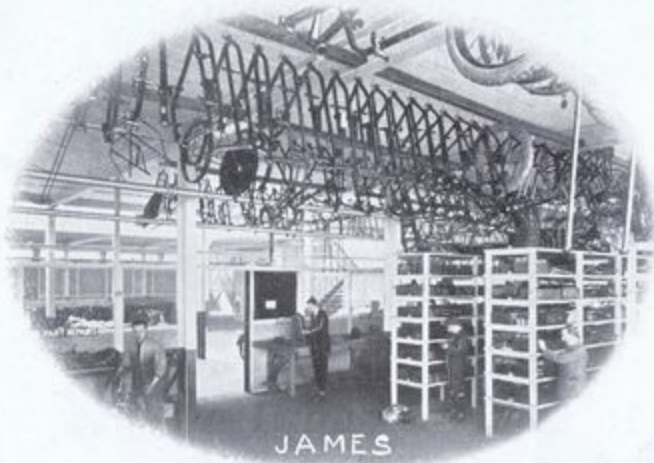
We have an efficient technical staff whose services are always available for the assistance of riders of "James" machines. This service is backed by a completely re-organised Spare Parts Department, which is replete with spares for all current models, which may be relied upon to be despatched by return. We also

keep a stock of parts for our earlier models, and usually these parts back as far as 1912 are available for immediate despatch. It must be obvious, however, that there are some parts which require to be specially made to order, and these parts are put through the Works with the least possible inconvenience and delay. In conclusion, when you have purchased your "James" machine, it will facilitate matters if you post the registration card found in tool bag at your earliest convenience, in order that our records may be completed. We finally direct the reader's attention to page 28, where 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.

JAMES Useful Hints for the Motor Cyclist.

- Don't run the machine at over 30 m.p.h. for the first 500 miles.
- Oil the cycle parts of your machine regularly.
- Keep your eye on all nuts; keep them tight.
- Keep your tyres properly inflated.
- Clean out the crankcase and fill up with fresh oil every 1,500 to 2,000 miles.
- Don't try to change gears with the clutch engaged.
- Don't race your engine when running free.
- Don't run "all out" on low gear for long periods.
- Don't hang on to top gear too long on hills.
- Keep sidecar connections tight
- Always start in low gear.
- Use both brakes, and keep them properly adjusted.
- Clean the machine thoroughly and often, if you wish it to wear well.
- Above all—lubricate, lubricate, lubricate all the time, but not in excessive quantities.

The James Cycle Co. Ltd. reserve the right to alter any specification or price without notice.



"JAMES" SPARES DEPARTMENT.

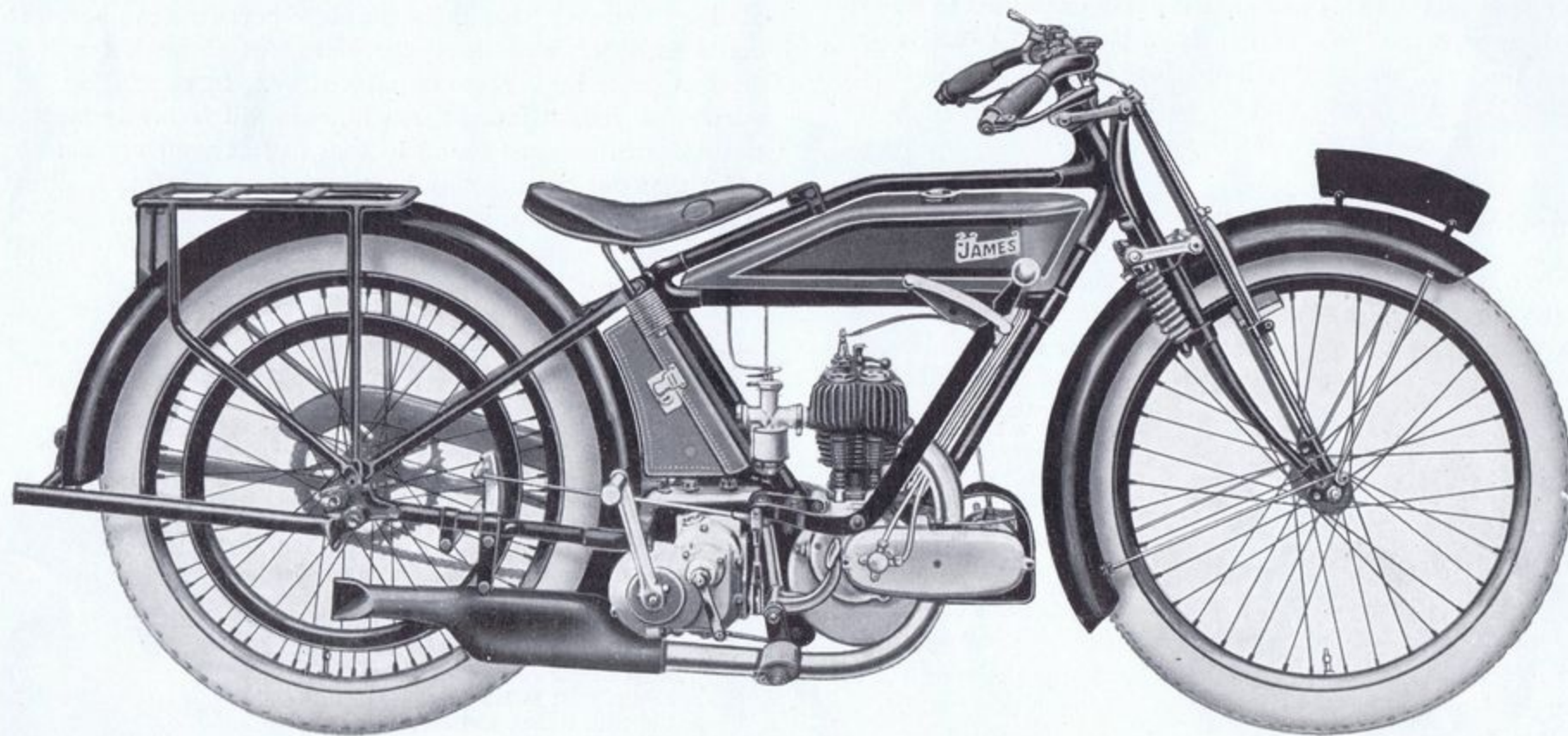
THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

Some
1924
Opinions
of

The Famous
"JAMES"

HENLEY-ON-THAMES, May, 1924.

GENTLEMEN,—I am writing to thank you for the "James" Motor Cycle Handbook you kindly sent along after my purchase of one of your 2½ h.p. Four-Stroke machines. My reason for writing is that I wished to express a few sentiments, and having now well passed the "running in" stage I am in a position to say that I am delighted with the little mount, and thus far, at the end of nearly 900 miles, I have not been compelled to stop, not even for a sooty plug. I bought the machine as a novice, and not a very confident one at that, but from the first I was charmed by its splendid steering qualities, ease of control, sweet gear box, efficient braking, and, lastly, its neat and smart appearance.—W.F.T.



The No. 17, 250 c.c. "James" Lightweight is built for hard service. It has a fine turn of speed, and is an economical go-anywhere mount which may be relied upon under all conditions.

THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

No. 17—2½ h.p. Two-Speed,

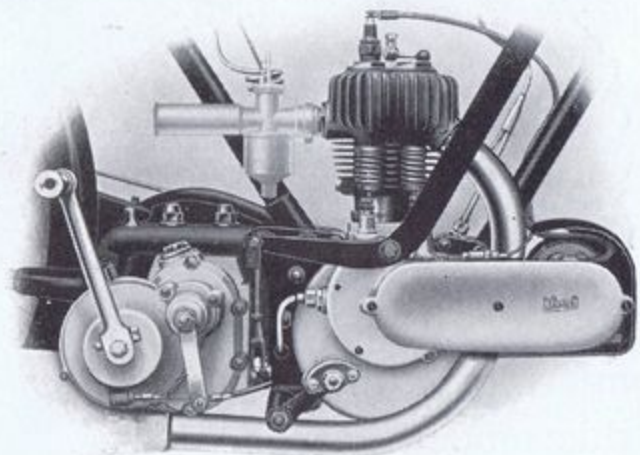


Kick Starter and Clutch

Power Unit, 2½ h.p. Four-Stroke,
No. 17.

64 x 77.5 m/m, 249.5 c.c.

The power unit illustrated is of the famous "James" design and manufacture. It is of sound, substantial construction, only the finest obtainable materials being used. It has a fine turn of speed for so small a unit, and will maintain the "James" reputation for reliability and efficiency. It is designed as a high-efficiency engine incorporating all the special features of "James" design, including detachable cylinder heads, roller and ball bearings throughout, including self-contained crank-pin and roller-bearing to connecting rod, which is of H section high-tensile steel. Valves of large area; silent timing gear. Pistons of special aluminium alloy.



THE "JAMES" No. 17-250 c.c. Four-stroke Single is designed for those who desire a light machine with the advantages of a four-stroke engine. It is substantial enough for long tours, has a complete specification, and is economical on petrol, oil, and general running expenses.

SPECIFICATION

- FRAME**Dropped-back type, very low saddle position, perfect steering rake, reinforced tubes.
- SPRING FORKS** ..."James" registered design. Fork sides in line with steering head. Links adjustable for wear.
- HANDLEBAR**As illustrated, semi-sports.
- WHEELS**26 in., heavy gauge rims and spokes.
- TYRES**26 x 2½ in., Dunlop Cord.
- BRAKES**Powerful front rim brake, hand applied. Powerful rear brake on belt rim, operated by pedal.
- STAND**Rear Stand fixed to back fork ends, independent of back wheel attachment.
- FOOTRESTS**Adjustable. May be set at any convenient position.
- CARRIER**.....Strong rectangular pattern.
- MUDGUARDS**Domed section front and rear.
- SILENCER**Of efficient design, primary exhaust pipe of large diameter leading into expansion chamber.
- LUBRICATION**By mechanical pump, with adjustable sight feed.
- TRANSMISSION** ...All-chain drive, by ½ in. Renold chain.
- CHAIN GUARDS** ...Light, quickly detachable chain guards are fitted over both front and rear driving chains, giving easy access to the sprockets and transmission.
- CLUTCH**Multi-plate type, on main shaft of gear box, handle-bar control.
- GEAR BOX**....."James" patent two-speed countershaft gear with kick starter. Ratios 6.7 and 12 to 1.
- IGNITION**High-tension magneto, chain driven in dustproof aluminium case. K.L.G. plugs.
- CARBURETTER** ...Approved type.
- TANK**.....Very strong, with large filler caps. Capacity—petrol, 1½ gallons; oil, 2 quarts
- SADDLE**Pan seat, padded top, spring suspension.
- TOOL BOX**Metal and leather lined. Complete set special spanners, adjustable spanner, chain link extractor, etc.
- FINISH**All-weather rustproof finish. Black enamel. Tank painted "James" brown, with panels lined red and gold.
- TAX**30s.

LIGHTING SETS.

Hire Purchase Terms:—Deposit **£11.**
12 Monthly Instalments of **£2 19 2.** Price **£44** Nett
Total Price, **£46 10 0.** Cash. M.L. Maglita **£7 10 0**
Deposit **£1 18 0** and 12 Monthly Instalments of **10/1.**

No. 17a.—As above but with three-speed Gear Box, **£47.**

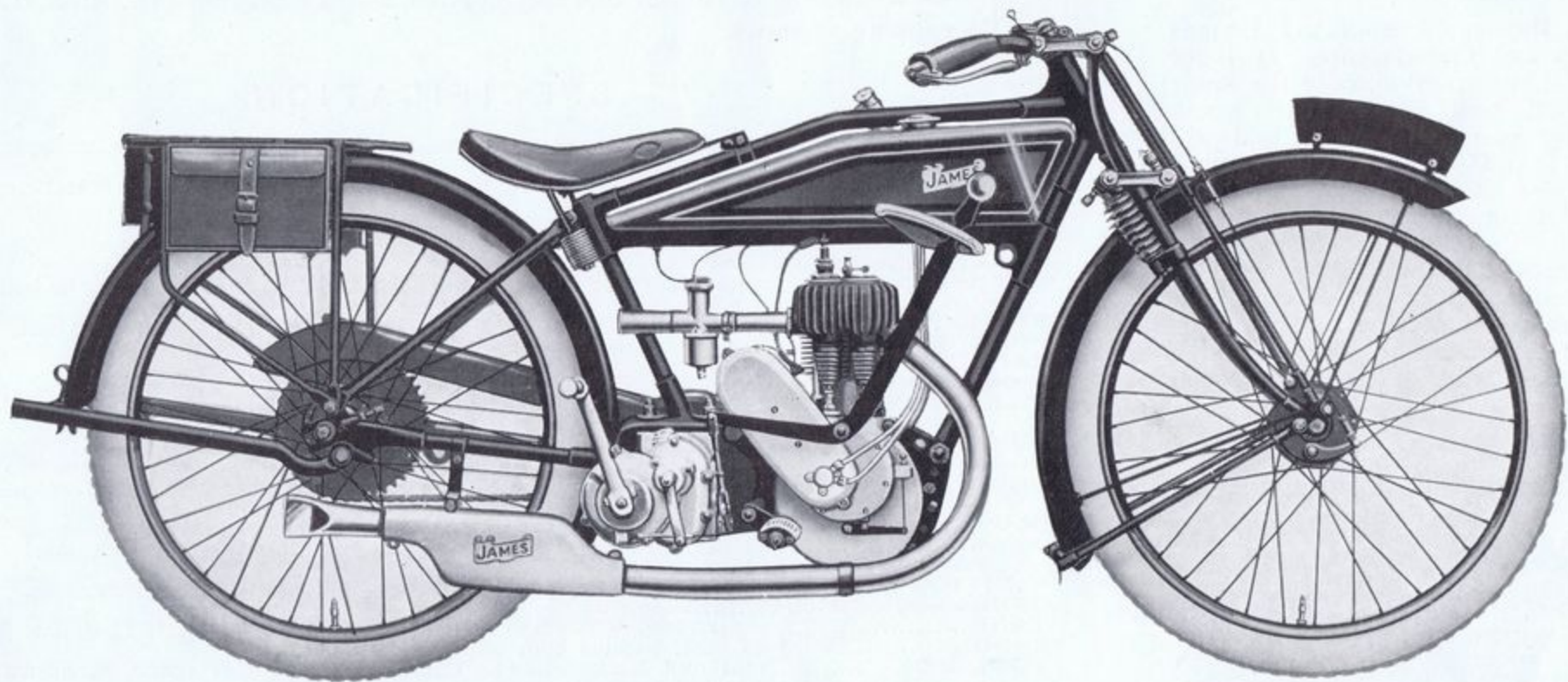
THE FAMOUS JAMES MOTOR CYCLES "OVER-RIDE" ALL

Some
1924
Opinions
of

The Famous
JAMES

CROYDON, September, 1924.

DEAR SIRs,—I have just returned from a fortnight's tour round the coasts of Devon and Cornwall. I rode 1,150 miles in all, over very heavy country and bad roads, which one finds when leaving the beaten track in Cornwall, etc., and the machine ran splendidly, and it was not necessary to touch even a plug during the whole run. The fact that all the stiff hills which I encountered were negotiated easily in second gear, and among other terrors I climbed Porlock, Paragon, Beggars' Roost, Countisbury, etc., and such a performance in this slippery weather is no fluke. I certainly think that when one gets hold of the "James" he has got the right sort of stuff.—R.K.L.

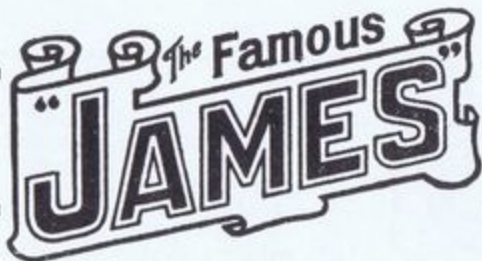


No. 11a—The outstanding features of this 3 h.p., 350 c.c. machine are its sturdy construction, comprehensive specification, perfect steering and comfort over long runs.

A lightweight sidecar, see page 23, can be used with this model.

THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

No. 11a—3 h.p. Three-Speed,

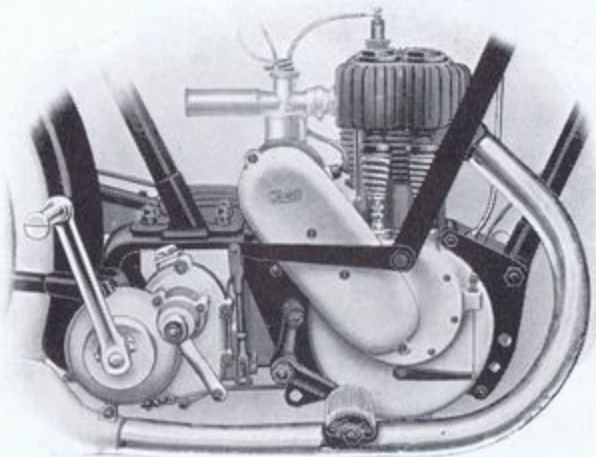


Kick Starter and Clutch

Power Unit, No. 11a Sports and No. 11 Touring.

73 x 83.5 m/m, 349 c.c.

The 3 h.p., 349 c.c. power unit is a sound engineering job throughout, being made of the finest possible materials. The cylinder has a detachable head. The deep radiating fins of correct section also contribute their share to the efficiency of the engine. Roller and ball bearings throughout, including self-contained crank pin and roller bearing to big end of connecting rod, which is of H section high tensile steel. Other features are the silent timing gear, large diameter unbreakable valves, adjustable tappets, and the generous size tappet and valve guides.



THE "JAMES" 3 h.p., 350 c.c. Four-stroke Single is a sturdy solo mount, capable of accomplishing long journeys at a well-sustained average speed. The machine is perfectly balanced. The design of the frame, and the position of the front forks, ensure comfort for the rider over long distances, and safety at speed, in grease, or when cornering.

SPECIFICATION

- FRAME**.....Dropped back type, very low saddle position, perfect steering rake, reinforced tubes, integral lugs for fitting sidecar when required.
- SPRING FORKS** ..."James" registered design, fork side in line with steering head, ensuring safe steering at speed. Adjustable for wear.
- HANDLEBAR**Sports type, adjustable.
- WHEELS**26 in. heavy gauge, flat base rims and spokes.
- TYRES**26 x 2½ in., to fit 2½ in. rim, Dunlop heavy cord.
- BRAKES** "James" expanding front hub brake, hand-applied. Expanding rear brake, operated by pedal. Both brakes lined with asbestos brake lining.
- STANDS**Front stand acting independently of mudguard stays. Rear stand mounted on integral lugs on back forks, independently of wheel attachment.
- FOOTRESTS**Adjustable. May be set at any convenient position.
- CARRIER**.....Strong rectangular pattern, carrying two armoured pannier bags.
- MUDGUARDS**Domed section to front and rear.
- SILENCER**Of efficient design, primary exhaust pipe of large diameter, leading into aluminium expansion chamber with baffle plates.
- LUBRICATION**.....By mechanical pump, with adjustable sight feed.
- TRANSMISSION**...All-chain drive by ⅜ x ¼ in. Renold roller chains.
- SHOCK ABSORBER**.....Incorporated in clutch.
- CHAIN GUARDS**...Light, quickly detachable chain guards are fitted over both front and rear driving chains, giving easy access to the transmission.
- CLUTCH**Multi-plate type on main shaft of gear box, handlebar controlled.
- GEAR BOX**....."James" patent three-speed countershaft gear with kick starter. Solo ratios, 5.8, 9.5, and 16.6 to 1.
- IGNITION**High-tension Magneto, chain driven, in dustproof aluminium case. K.L.G. plugs.
- CARBURETTER**...Amac or Mills (optional).
- TANK**Very strong, fitted with non-splash filler caps, carried on brackets brazed to frame. Capacity—petrol, 1½ gallons; oil, 2 quarts.
- SADDLE**Best quality pan seat, padded top, spring suspension.
- TOOLS**Complete set of special spanners, adjustable spanner, chain link extractor, etc.
- FINISH**Black enamel on rustproofed surface. Only parts subject to friction nickel-plated. All other parts special rustproof black oxidized finish. Tank, painted "James" brown, two shades, lined in red and gold.
- TAX**Solo, £3; Combination, £4.

Hire Purchase Terms:—Deposit £12 7 6.
12 Monthly Instalments of £3 6 6.
Total Price, £52 5 6.

Price 11a
(as above) **£49 10**

Price 11 Touring Type Handlebars .. £49 10.

LIGHTING SETS.

M.L. Maglita Solo ... £7 10 0
Hire Terms (page 11)
Sidecar Maglita ... £8 10 0
Deposit, £2 2 6. 12 Monthly
Instalments of 11/6.

THE FAMOUS JAMES MOTOR CYCLES "OVER-RIDE" ALL

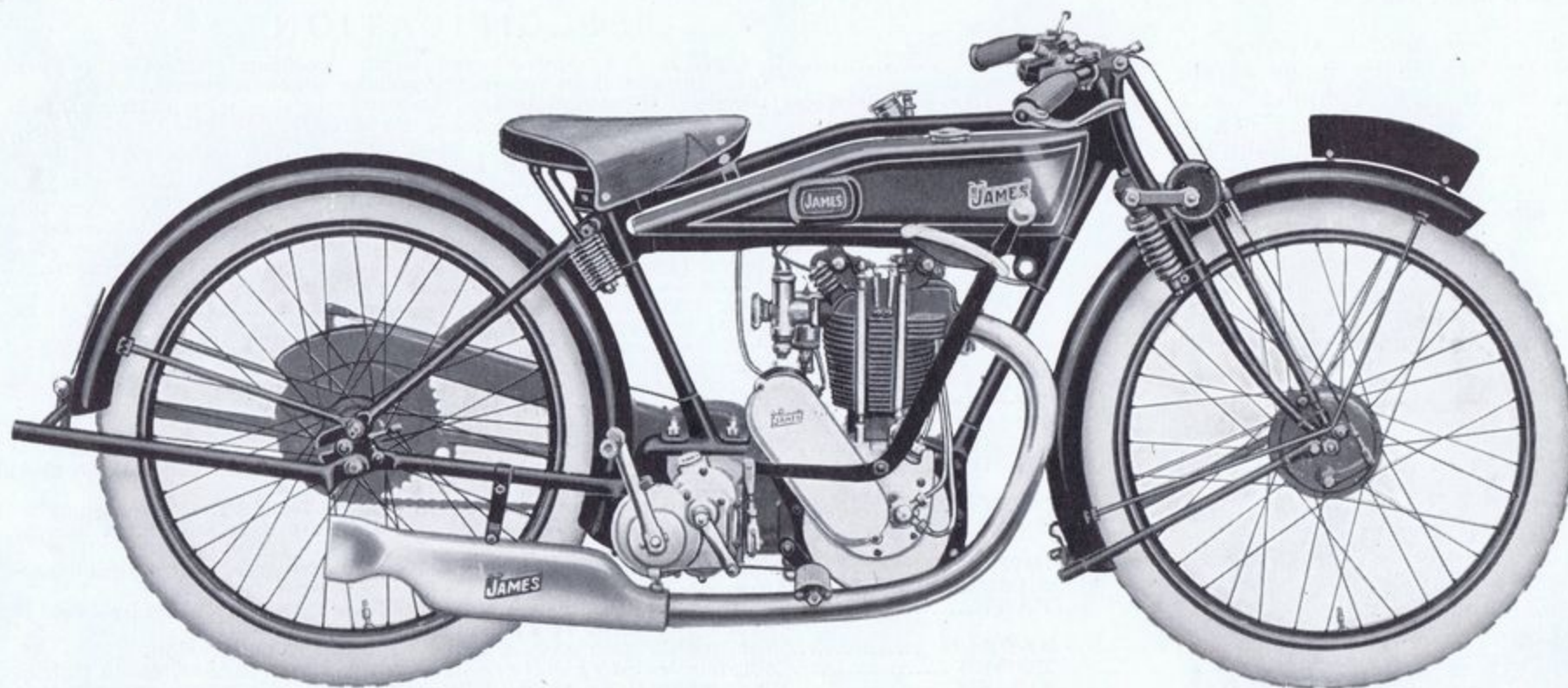


Some
1924
Opinions
of

The Famous
JAMES

ROTHESAY, MIDHURST, September, 1924.

DEAR SIRs,—I certainly think the 3½ h.p. "James" is the nicest solo machine I have ever ridden. I have had my machine now for nine months, and have had absolutely no trouble, and she has never let me down. The acceleration is wonderful, and I have never caanged on any hill since I have had her, and it is a fairly hilly district round here. The engine is so sweet running and docile that it makes the bike a pleasure to ride at any speed. It is remarkable the way in which she holds the road and does not skid on greasy surfaces. I think the machine itself is a splendid production, and she is so reliable and easy to handle anywhere, in fact, far easier than many lighter machines.—J.H.A.



No. 18—The latest "James" production is built for primarily fast speed work. It is guaranteed over 70 m.p.h. when delivered, and suitably geared will take a light sports sidecar.

THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

No. 18—350 c.c. O.H.V.

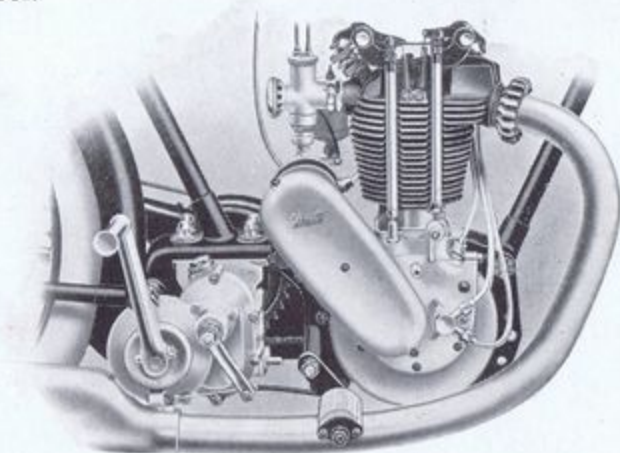


Three-Speed and Clutch

Power Unit, O.H.V. Sports No. 18.

73 x 83.5 m/m, 349 c.c.

The power unit illustrated has been prepared to incorporate every special feature requisite to produce a real "hot stuff" engine. Ball and roller bearings are employed throughout, including the big end of connecting rod, which is of a special light alloy. The O.H.V. gear has received very careful thought, both in design and in the selection of the material, with the result that an exceptionally efficient valve gear has been evolved. Special provision has been made for lubrication of the O.H. gear. The piston is of the slipper type, of special aluminium alloy. The cylinder head is of the semi-spherical type, carrying the valves of large area. The valves are made of an alloy of nickel steel, which will stand very high temperature, and have the non-tarnishing qualities of stainless steel.



THE "JAMES" 350 c.c. O.H.V. has been designed for fast road work and hill climbs. As a super "Sports Bus" it will quickly attain the "James" reputation for reliability and general road worthiness. The steering is perfect at all speeds, and the machine is perfectly safe in grease or when cornering.

SPECIFICATION

- FRAME**.....Dropped-back type, very low saddle position, perfect steering rake, reinforced tubes.
- SPRING FORKS** ..."James" registered design, fork sides in line with steering head, ensuring safe steering at speed. Links adjustable for wear, and fitted with shock absorbers.
- HANDLEBAR**Adjustable sports type.
- WHEELS**26 in. heavy gauge, flat base rims and spokes.
- TYRES**26 x 2½ in., to fit 2½ in. rim, Dunlop heavy cord.
- BRAKES** "James" front expanding hub brake, hand applied. Powerful rear expanding brake, operated by pedal. Both brakes lined with asbestos brake lining.
- STANDS**Front stand acting independently of mudguard stays. Rear stand fixed to back fork ends, independent of back wheel attachment.
- FOOTRESTS**Adjustable. May be set at any convenient position.
- MUDGUARDS**Domed section to front and rear.
- SILENCER**Of efficient design, primary exhaust pipe of large diameter, leading into expansion chamber, with baffles.
- LUBRICATION**By mechanical pump, with adjustable sight feed.
- TRANSMISSION** ...All chain drive, ½ x ¼ in. Renold chain.
- SHOCK ABSORBER**.....Incorporated in clutch.
- CHAIN GUARDS** ...Light, quickly detachable chain guards are fitted over driving chains, giving easy access to the transmission.
- CLUTCH**Multi-plate type on main shaft of gear box, handlebar control.
- GEAR BOX** "James" patent three-speed countershaft gear with kick starter. Close ratios, 5.5, 8.9 and 15.6 to 1.
- IGNITION**High-tension magneto, chain driven, in dustproof aluminium case. K.L.G. plugs.
- CARBURETTER** ...Selected.
- TANK**.....Fitted with non-splash caps, carried on brackets brazed to frame. Capacity—petrol, 1½ gallons; oil, 2 quarts.
- SADDLE**Terry's flexible spring seat, as illustrated, spring suspension.
- TOOLS**Complete set of special spanners, adjustable spanner, chain link extractor, etc.
- FINISH**Black enamel on rustproof surface. Only parts subject to friction nickel-plated. All other parts special rustproof black oxidized finish. Tank painted "James" brown, two shades, lined in red and gold.
- TAX**Solo, £3.

Hire Purchase Terms:—Deposit **£18 5 0**,
and 12 Monthly Instalments of **£4 18 1**. Price **£73** Nett
Total Price, **£77 2 0**. Cash.

LIGHTING SETS.
M.L. Maglita Solo ... **£7 10 0**
Sidecar Maglita ... **£8 10 0**
Hire Purchase Terms (see pages
11 and 13).

THE FAMOUS JAMES MOTOR CYCLES "OVER-RIDE" ALL

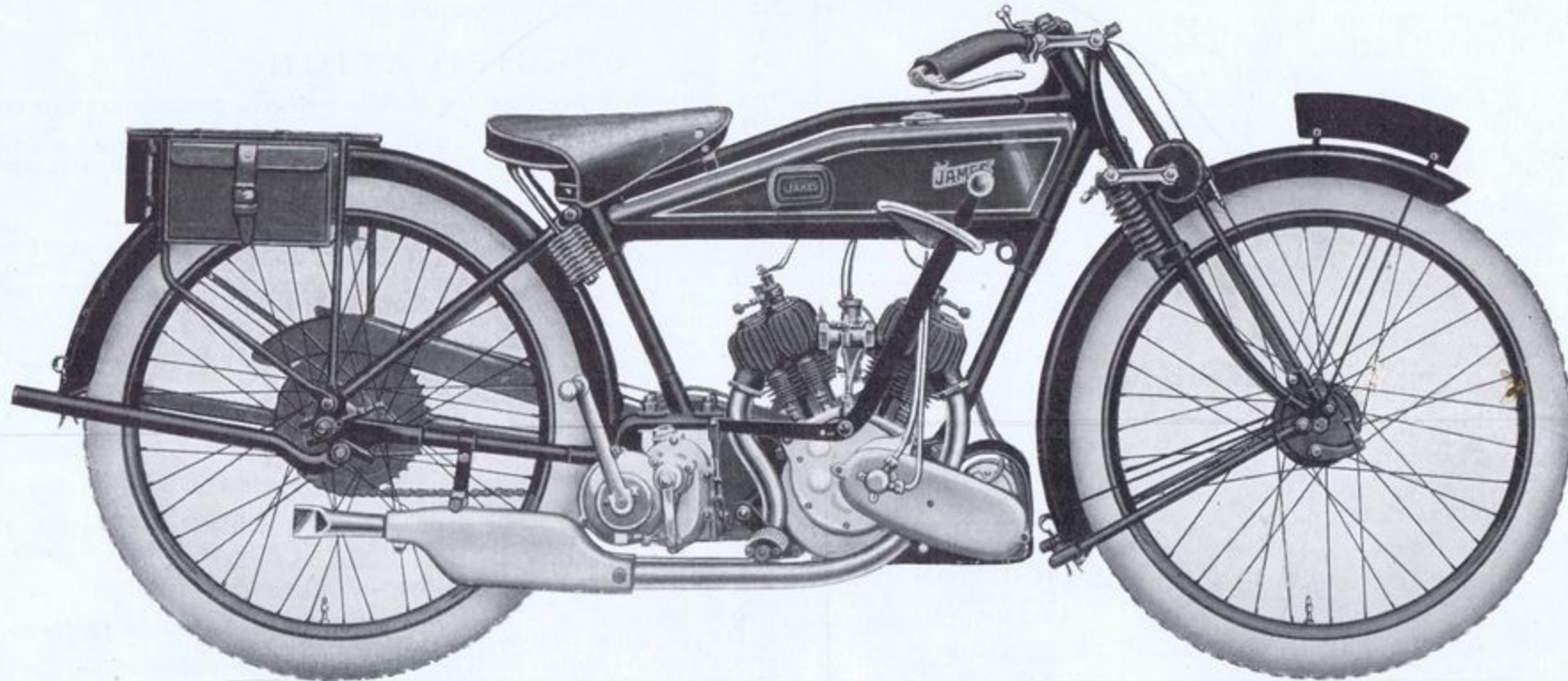


Some
1924
Opinions
of

The Famous
JAMES

SUNDERLAND, September, 1924.

DEAR SIRs,—I am a most enthusiastic rider of a "James" 3½ h.p., and have very great pleasure in telling you that it is without exception the best machine I have yet owned, and there have been a good few, and for comfort, flexibility, ease of control, and reliability it cannot be beaten. I am in my 54th year, and have appreciated the comfort and ease of control. I am not partial to bragging about an ungainly mass of inert metal, thus my choice of a "James," which has fully justified itself as regards general handiness and reliability.—A.R.D.



No. 12—This model is designed as a high-speed solo sports mount. Guaranteed over 65 m.p.h. Suitably geared it makes a most attractive sporting combination when used in conjunction with our lightweight sidecar (see page 24).

THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

No. 12—3½ h.p. Three-Speed,

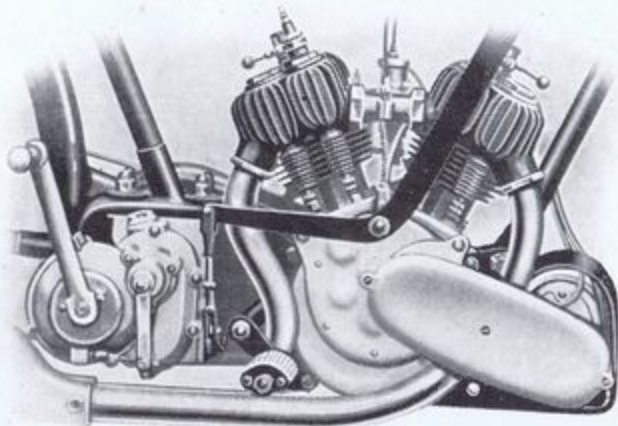


Kick Starter and Clutch

Power Unit, 3½ h.p. Sports Twin,
No. 12.

64 × 77 m/m, 499 c.c.

The unit is designed as a real high-speed engine for fast road work. Among the special features are the cylinders, which are furnished with detachable heads. The timing gear has been made considerably more simple, silent and strong. The valves are of large area, and the compression ratio, upon which the efficiency of the engine depends so much, has been fixed upon data collected over years of trial. The pistons are made of an aluminium alloy which has been found to give excellent results; the reciprocating weight is considerably reduced. Roller and ball bearings throughout, including self-contained crank pin and roller bearings to connecting rods, which are of H section high tensile steel. Each machine is actually clocked out over a measured course at a minimum speed of 65 m.p.h.



THE "JAMES" No. 12-500 c.c. Twin is essentially a Sports Model, specially designed for those who desire a speedy machine for fast road work, or for use with a light sidecar. Every machine is guaranteed to have done 65 m.p.h. before leaving the factory. The low riding position, adjustable sports bars and footrests enable long runs to be accomplished in perfect comfort.

SPECIFICATION

- FRAME**.....Dropped-back type, very low saddle position, perfect steering rake, reinforced tubes.
SPRING FORKS ..."James" registered design, fork sides in line with steering head, ensuring safe steering at speed. Links adjustable for wear, and fitted with shock absorbers.
HANDLEBAR.....Adjustable sports type, ensuring comfortable position for touring or speed events.
WHEELS26 in. heavy gauge, flat base rims and spokes.
TYRES26 × 2½ in., to fit 2½ in. rim, Dunlop heavy cord.
BRAKES "James" front expanding hub brake, hand applied. Powerful rear expanding brake, operated by pedal. Both brakes lined with asbestos brake lining.
STANDSFront stand acting independently of mudguard stays. Rear stand fixed to back fork ends, independent of back wheel attachment.
FOOTRESTSAdjustable. May be set at any convenient position to ensure comfort for rider.
CARRIER.....Strong rectangular pattern, with two armoured pannier bags.
MUDGUARDSWide domed section to front and rear.
SILENCEROf efficient design, primary exhaust pipes of large diameter, leading into aluminium expansion chamber with baffle plates. Tail pipe extending well to rear of machine.
LUBRICATIONBy mechanical pump, with adjustable sight feed.
TRANSMISSION ...All-chain drive, ½ × ¼ in. Renold chain.
SHOCK ABSORBER.....Incorporated in clutch.
CHAIN GUARDS ...Light, quickly detachable chain guards are fitted over both front and rear driving chains.
CLUTCHMulti-plate type on main shaft of gear box, handlebar control.
GEAR BOX....."James" patent three-speed countershaft gear with kick starter. Solo ratios, 5'5, 8'9 and 15'6 to 1; Sidecar, 6'25, 10'12 and 17'75 to 1.
IGNITIONHigh-tension magneto, chain driven, in dustproof aluminium case. K.L.G. plugs.
CARBURETTER ...Amac or Mills (optional).
TANK.....Fitted with non-splash caps, carried on brackets brazed to frame. Capacity—petrol, 1½ gallons; oil, 2 quarts.
SADDLETerry's flexible spring seat, as illustrated, spring suspension.
TOOLSComplete set of special spanners, adjustable spanner, chain link extractor, etc.
FINISHBlack enamel on rustproof surface. Only parts subject to friction nickel-plated. All other parts special rustproof oxidized finish. Tank painted "James" brown two shades, lined in red and gold.
TAXSolo, £3; Combination, £4.

Hire Purchase Terms:—
 Deposit £17 0 0, and 12
 Monthly Instalments of
 £4 11 5. Total Price
 £71 17 0

Price
£68
 Nett Cash.

LIGHTING SETS.

Lucas Magdyno—
 To Solo Machine £12 12 0.
 To Combination £13 13 0.
 Hire Purchase Terms.
 Deposit £3 3 0
 12 Instalments of 17/-.
 Deposit £3 8 3
 12 Instalments of 18/5.

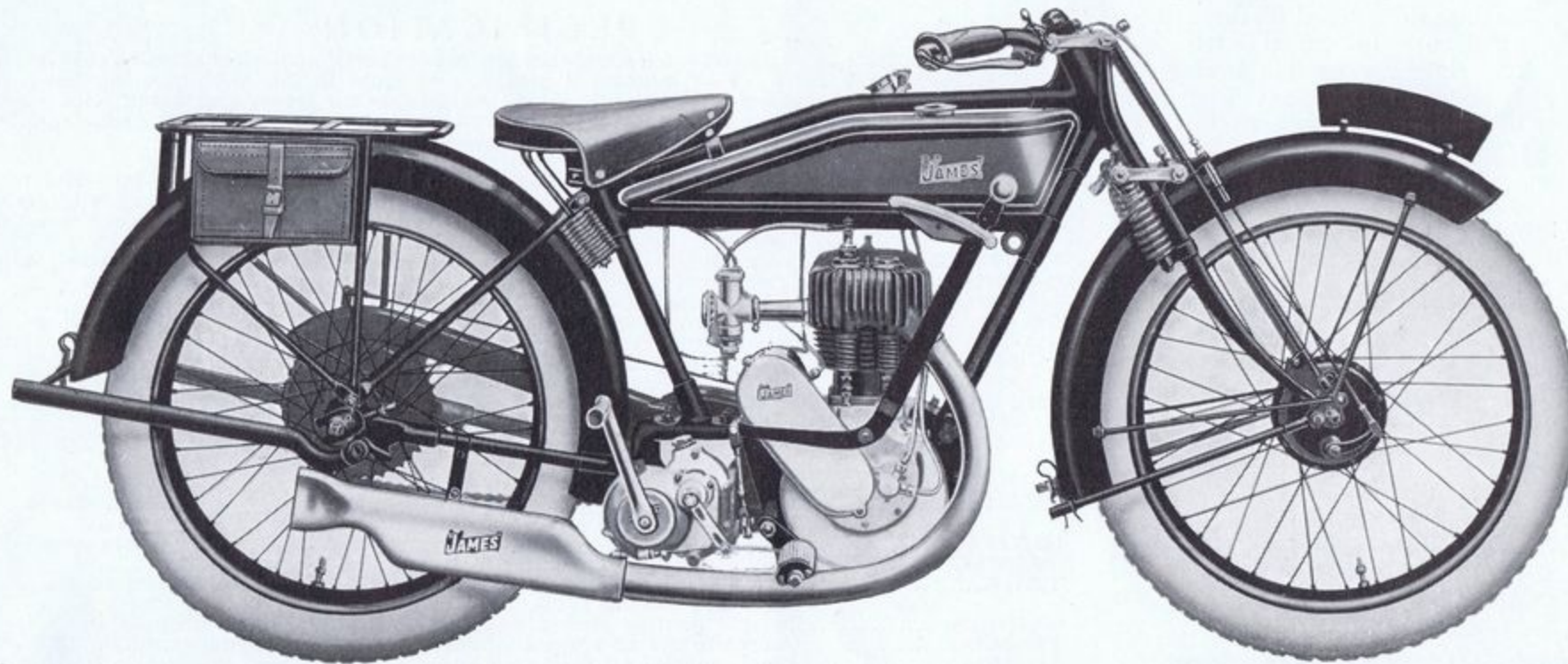
THE FAMOUS JAMES MOTOR CYCLES "OVER-RIDE" ALL

Some
1924
Opinions
of

The Famous
JAMES

TAMWORTH, October, 1924.

DEAR SIR,—I am in receipt of your letter of the 1st inst., enclosing handbook on the care and maintenance of the "James" Motor Cycle which I took delivery of last week for which I thank you. I would also like to express my appreciation of your Motor Cycles, which I have ridden since 1919, my first one being a 4½ h.p.; it ran just over three years, averaging 200 miles per week in all weathers, and never let me down. In 1922 I had one of your 7 h.p. De Luxe Combinations, and have done some 35,000 miles without repairs. I believe the engine is perfect to-day, and if you wish you may have it for inspection.—B.L.W.



No. 19—The consistent reliability trial winner, introduced in 1912, is an old and well-tried model brought up-to-date, having all modern improvements and detail refinements embodied.

THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

No. 19—4 h.p. Three-Speed,

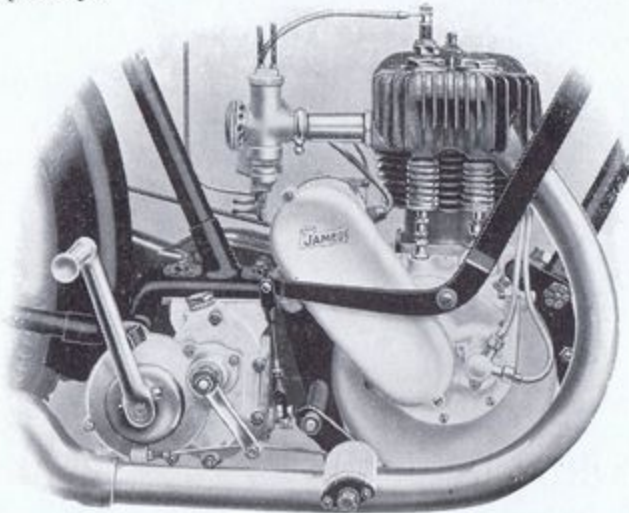


Kick Starter and Clutch

Power Unit, 4 H.P. Big Single,
No. 19.

85 x 97 m/m, 550 c.c.

The four horse-power unit has this season been revised in design to come into line with the high efficiency practice appertaining to our other power units. The cylinder has been redesigned with a detachable head, which is of great assistance when decarbonisation is necessary. The timing gear is simple, silent, and strong. The valves have been increased in diameter, and the big end furnished with a roller self-contained bearing. Ball bearings are used on both sides the crankshaft; the magneto is carried behind the engine, driven by Renold chain. The balance of the engine has received special attention, and our tests have proved that it is in every way equal in power output to previous models of slightly higher cubic capacity.



THE "JAMES" No. 19—550 c.c. Big Single—the original all chain driven Motor Cycle—has a reputation second to none for reliability and economy. It is a machine which may be relied upon under all conditions of road or weather. For solo or combination work, or as a dual-purpose mount, it is a sound economical proposition.

SPECIFICATION

- FRAME**—Dropped-back type, low saddle position, long wheel base, perfect steering rake, reinforced tubes, integral lugs fitted for attaching sidecar.
- SPRING FORKS**—"James" registered design, fork sides in line with steering head, ensuring safe steering at speed. Links adjustable for wear.
- HANDLEBAR**—Touring type, adjustable for position as illustrated, ideal for long distance touring.
- WHEELS**—26 x 3 in. flat base, heavy gauge rims and spokes. Rear wheel fitted with special quick release attachment, leaving chains, brake adjustment, chain-cases and sprockets undisturbed.
- TYRES**—26 x 3 in., Dunlop heavy cord.
- BRAKES**—"James" powerful front hub brake, hand applied. Large diameter rear expanding band brake, operated by pedal. Both brakes lined with asbestos brake lining.
- STANDS**—Front stand acting independently of mudguard stays. Rear stand mounted on integral lugs on back fork ends independently of wheel attachment.
- FOOTRESTS**—Adjustable. May be set at any convenient position to ensure comfort for rider.
- CARRIER**—Strong rectangular pattern, with two armoured pannier bags.
- MUDGUARDS**—Wide domed section to front and rear.
- SILENCER**—Of efficient design, primary exhaust pipe of large diameter leading into expansion chamber fitted with baffle plates.
- LUBRICATION**—By mechanical pump, with adjustable sight feed.
- TRANSMISSION**—All-chain drive by $\frac{3}{8} \times \frac{1}{2}$ in. Renold chain.
- SHOCK ABSORBER**—Incorporated in clutch.
- CHAIN GUARDS**—Light, quickly detachable chain guards are fitted over both front and rear driving chains.
- CLUTCH**—Multi-plate type on main shaft of gear box. Handlebar control.
- GEAR BOX**—"James" patent three-speed countershaft gear with kick starter. Solo ratios, 5'17, 9'1 and 17'3 to 1; Combination, 5'86, 10'3, and 19'63 to 1.
- IGNITION**—High-tension magneto, chain driven in dustproof aluminium case. K.L.G. plugs.
- CARBURETTER**—Amac or Mills (optional).
- TANK**—Very strong, with large non-splash filler caps, carried on brackets brazed to frame. Capacity—petrol, 2 gallons; oil, 2 quarts.
- SADDLE**—Terry's flexible spring seat, as illustrated, spring suspension.
- TOOLS**—Complete set of special spanners, adjustable spanner, chain rivet extractor, screwdriver, etc., in tool roll.
- FINISH**—Black enamel on rustproofed surface. Only parts subject to friction nickel-plated. All other parts, including wheels, special rustproof black oxidized finish. Tank painted "James" brown, two shades, lined in red and gold.

NOTE.—The overall length of the combination is 7 ft. 10 in., and the width 5 ft. 1 in.

TAX—Solo, £3; Combination, £4.

		Hire Purchase Terms:—	
Price Solo	£63	Deposit	£15 15 0, and 12 Monthly
		Instalments of	£4 4 8.
		Total Price	£66 11 0
Combination	£80	Deposit	£20, and 12 Monthly
		Instalments of	£5 7 6.
		Total Price	£84 10 0

	Lighting Sets.
M.L. Maglita Solo...	£7 10 0
Sidecar ...	£8 10 0
Hire Purchase Terms (see pages 11 and 13).	

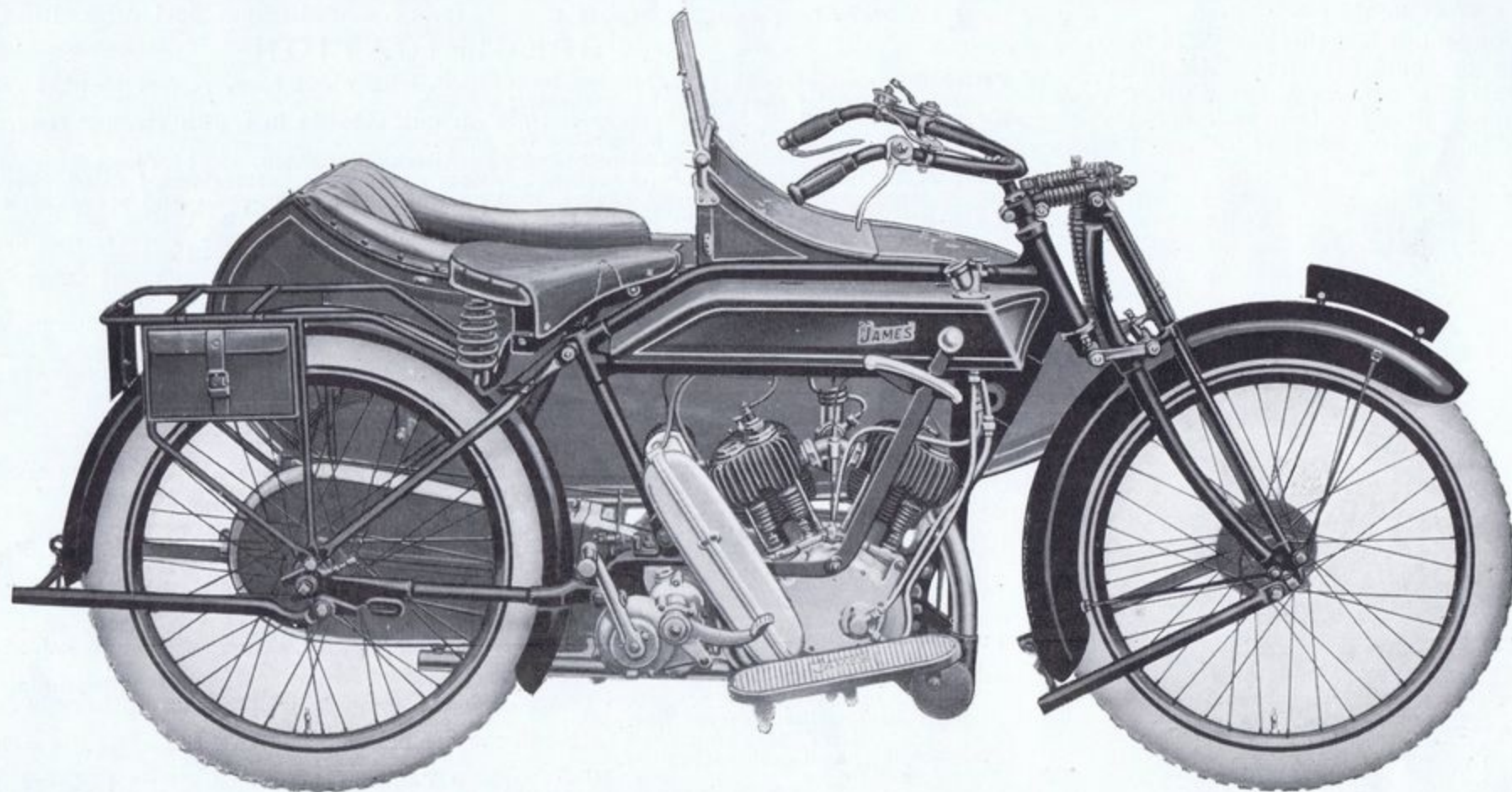
THE FAMOUS JAMES MOTOR CYCLES "OVER-RIDE" ALL

Some
1924
Opinions
of

The Famous
"JAMES"

RAYNES PARK, S.W.20, January, 1924.

GENTLEMEN,—When I first purchased my "James," it was solely intended for pleasure trips, and many delightful excursions have been made by my wife, baby, and self. Not only is the whole outfit very handsome in appearance, but for reliability, combined with speed, it has been really excellent. The real test as to the reliability and service has, however, been during the last nine months, during which period I have *daily* covered a distance of 27 miles to and from the office. The machine has stood up splendidly to the daily grind over bad roads and in all sorts of weather.



This model, the product of experience, is the most comfortable and reliable touring combination de luxe. It is powerful yet tractable, and possesses a comprehensive specification with equipment of refinement.

THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

No. 10—7 h.p. Three-Speed,

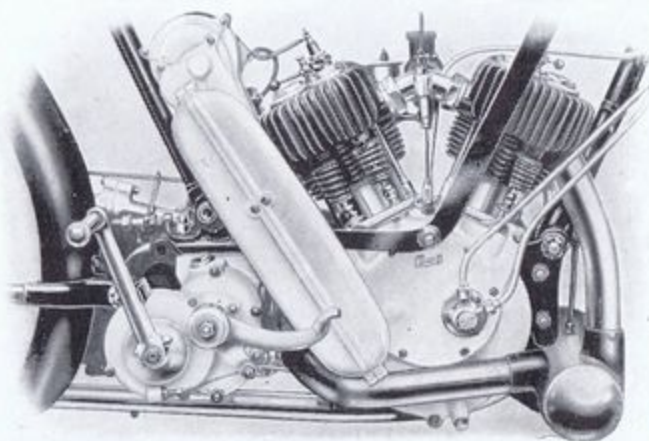


Kick Starter and Clutch

Power Unit, 7 H.P. Twin, No. 10.

73 x 89.5 m/m, 749 c.c.

The "James" 749 c.c. Engine, as fitted to our No. 10 De Luxe Motor Cycle, remains precisely as fitted to our 1924 models. Detachable heads are fitted to the cylinders, and the main "James" features of ball and roller bearings throughout, including the double roller bearing with crank pin complete for the big end of the connecting rod, are retained. The fly-wheels are accurately balanced, and are fitted with hardened and ground shafts. The valves are of large diameter, made of nickel steel, and the timing gear is exceptionally quiet. It is a power unit which may be depended upon to retain its tune over long periods with very little attention.



THE "JAMES" No. 10-750 c.c. Twin Combination de Luxe is the product of long experience. Nothing has been spared to make it the most comfortable and efficient side-car outfit on the road. The specification is comprehensive in character, and the value for money extraordinary.

SPECIFICATION

- FRAME**—Dropped-back type, low saddle position, long wheel base, perfect steering rake, reinforced tubes, integral lugs for attaching sidecar.
- SPRING FORKS**—Very strong, Biflex.
- HANDLEBAR**—Touring type, comfortable position, raised as illustrated, ideal for long distance touring.
- WHEELS**—28 x 3 in. flat base, heavy gauge rims and spokes. Interchangeable and fitted with special quick release attachments, leaving chains, brake adjustment, chain cases and sprockets undisturbed.
- TYRES**—28 x 3 in. Dunlop extra heavy cord.
- BRAKES**—Powerful front internal band brake, hand applied. Large diameter rear internal expanding band brake, operated by pedal. Both brakes lined with asbestos brake lining.
- STANDS**—Front stand acting independently of mudguard stays. Rear stand mounted on integral lugs on back fork ends independently of wheel attachment.
- FOOTBOARDS**—Sprung at rear, and rubber covered. Set at natural position to ensure comfort for rider.
- CARRIER**—Strong tubular pattern, carrying armoured pannier bags, and mounted directly on frame.
- MUDGUARDS**—Special wide "D" section (car type), provide effective protection from mud splashing.
- SILENCER**—Of efficient design, primary exhaust pipes of large diameter, leading into strong pressed steel expansion chamber fitted with baffle plates. Tail pipe extending well to rear of machine.
- LUBRICATION**—Mechanical pump, with adjustable sight drip feed.
- TRANSMISSION**—All-chain drive by $\frac{5}{8} \times \frac{3}{8}$ in. Renold chain.
- SHOCK ABSORBER**—Incorporated in clutch.
- CHAIN GUARDS**—The transmission is entirely protected by cast aluminium cases, designed to detach quickly and to be replaced with utmost simplicity.
- CLUTCH**—Multi-plate type on main shaft of gear box. Dual control by left hand and right foot.
- GEAR BOX**—"James" patent three-speed countershaft gear with kick starter. Gear ratios, 5'37, 9'46 and 18 to 1.
- IGNITION**—High-tension magneto, chain driven, in dustproof aluminium case. K.L.G. plugs.
- CARBURETTER**—Amac or Mills (optional).
- TANK**—Very strong, with large non-splash filler caps, carried on brackets brazed to frame. Capacity—petrol, 2 gallons; oil, 2 quarts.
- SADDLE**—Terry's flexible spring seat, spring suspension.
- TOOLS**—Complete set of special spanners, adjustable spanner, chain rivet extractor, screwdriver, etc., in tool roll.
- FINISH**—Black enamel on rustproofed surface. Only parts subject to friction nickel-plated. All other parts, including wheels, special rustproof black oxidized finish. Tank painted "James" brown, two shades, lined in red and gold.

NOTE.—The overall length of combination is 7 ft. 10 in., and the width 5 ft. 1 in.

TAX—Solo, £3; Combination, £4.

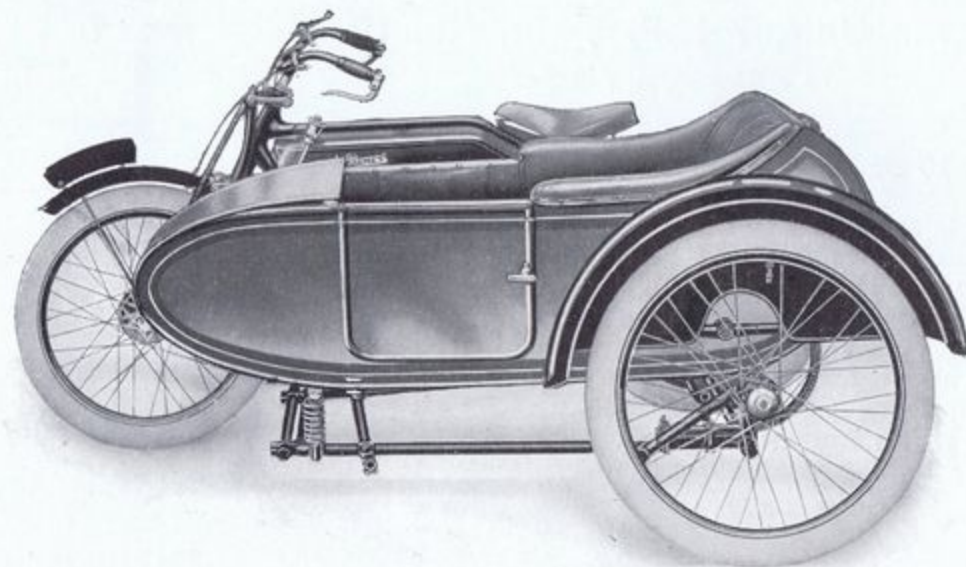
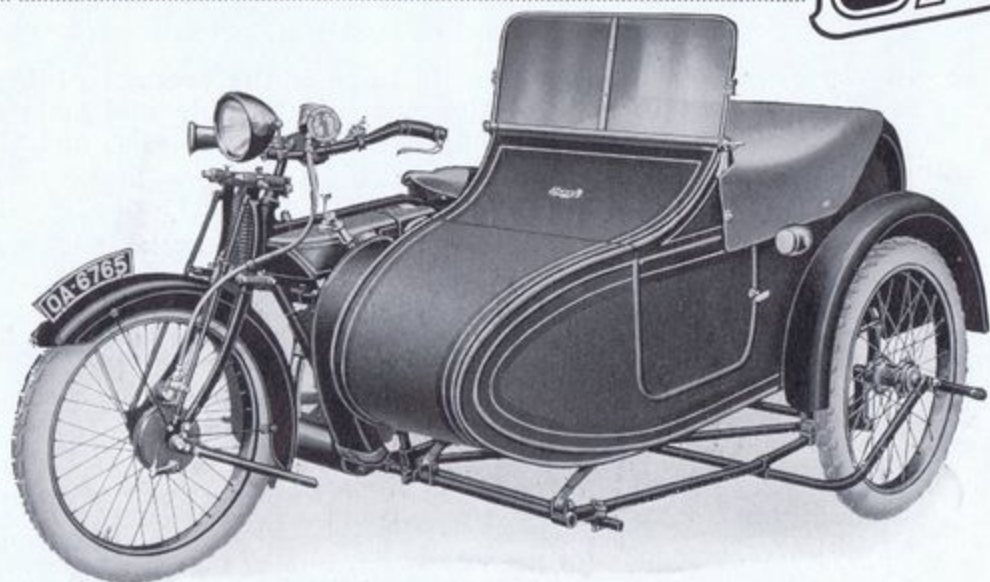
Price: Solo	£85	Nett Cash.	Hire Purchase Terms:—	
			Deposit £21 5 0 , and 12 Monthly Instalments of £5 14 3	Lighting Set, extra. £13 13 0
Combination	£108		Total Price £89 16 0	
			Deposit £27 , and 12 Monthly Instalments of £7 5 2 .	Hire Purchase Terms (see page 17).
			Total Price £114 2 0	

THE FAMOUS JAMES MOTOR CYCLES "OVER-RIDE" ALL

Two-Seater Sidecar No. 26



Standard Sidecar No. 25



For attachment to Model No. 10.

- CHASSIS**—Special design of the well type, built of best weldless steel tubes.
MUDGUARD—6 in. blade, with full valance.
WHEEL—28 x 3 in. (quickly detachable and interchangeable with front or rear wheels).
TYRE—28 x 3 in. Dunlop extra heavy cord.
BODY—Very comfortable and roomy, seating one adult and child. Coach built and painted, richly upholstered, spring back and seat.
MEASUREMENTS OF BODY—Inside length, 57 in. from back of seat to nose. Inside width, 27 in.
WIND SCREEN—Mounted on hinged dash (as illustrated).
FINISH—“James” light and dark brown, neatly lined.
SUSPENSION—The rear mounting of the body is on “C” springs, quarter-elliptical springs supporting the front ensuring perfect comfort.

Sidecar Body Building.

- ATTACHMENT**—To special self-aligning, brazed on lugs.
APRON—A waterproof apron is supplied for rear portion of sidecar.

Price **£28**

Hire Purchase Terms :—Deposit, £7 and 12 Monthly Instalments of £1 17 8.
 Total Price, £29 12 0.
 Single Seater No. 22, £23.
 Hire Purchase Terms :—Deposit, £5 15 6, and 12 Monthly Instalments of £1 10 11.
 Total Price, £24 6 6.

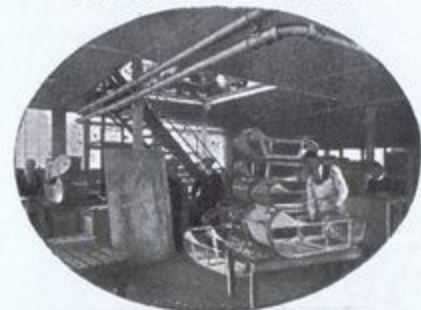
For attachment to Models Nos. 19 and 10.

- CHASSIS**—Special design of the well type, built of best weldless steel tubes.
MUDGUARD—“D” section guard, with deep side and 4 in. valance.
WHEELS—To suit machine to which attached.
TYRE—Dunlop heavy cord.
BODY—Roomy, coach built, with capacious locker in the rear. Well upholstered, finished in “James” brown (two shades), and lined. Dimensions of body : inside length from back of seat to nose, 46 in. ; inside width, 17½ in.
SUSPENSION—The body is mounted on “C” springs in the rear and spiral springs at the front, ensuring perfect comfort for the passenger.
APRON—A waterproof apron is supplied to cover the sidecar when not in use.

Sidecar Body Painting.

Price **£17**

Hire Purchase Terms :—Deposit, £4 5 0' and 12 Monthly Instalments of £1 2 11'
 Total Price, £18 0 0.

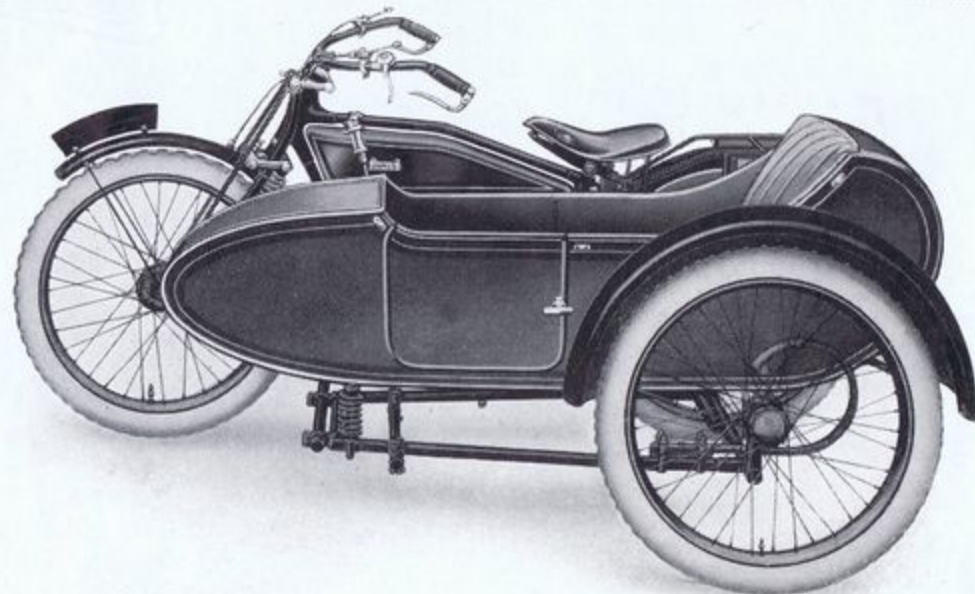
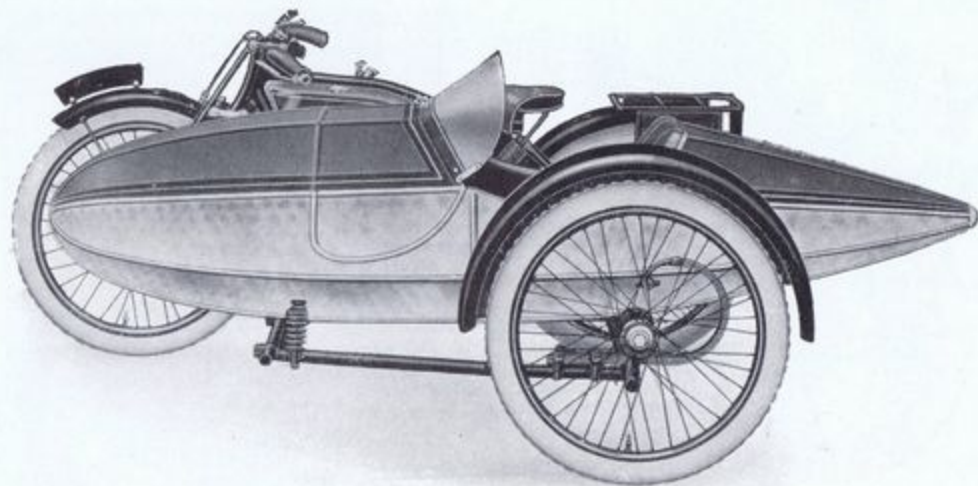


THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

Sports Sidecar No. 24



Lightweight Sidecar No. 23



For attachment to Models Nos. 18 and 12.

CHASSIS—Special design of the well type, built of best weldless steel tubes.

MUDGUARD—“D” section guards, with deep sides and 4 in. valance.

WHEEL—26 × 2½ in.

TYRE—Dunlop heavy cord.

BODY—Special streamline type, built of aluminium on light polygon frame. Top panels finished in “James” brown, two shades, remaining panels mottled aluminium.

Sidecar Body Varnishing.

SUSPENSION—The body is mounted on “C” springs in the rear and spiral springs at the front.

Price **£21**

Hire Purchase Terms :—Deposit, **£5 5 0**,
and 12 Monthly Instalments of **£1 8 3**.
Total Price, **£22 4 0**.

For attachment to Models Nos. 11 and 12.

CHASSIS—Special design of the well type, built of best weldless steel tubes.

MUDGUARD—“D” section guard, 5 in. wide, with deep side and 4 in. valance.

WHEEL—To suit machine to which attached.

TYRE—Dunlop heavy cord.

BODY—Roomy, coach built, with capacious locker in the rear. Well upholstered, finished in “James” brown (two shades), and lined. Dimensions of body: inside length from back of seat to nose, 46 in.; inside width, 17½ in.

SUSPENSION—The body is mounted on “C” springs in the rear and spiral springs at the front, ensuring perfect comfort for the passenger.

APRON—A waterproof apron is supplied to cover the sidecar when not in use.

Price **£15**

Hire Purchase Terms :—Deposit, **£3 15 0**,
and 12 Monthly Instalments of **£1 0 2**.
Total Price, **£15 17 0**.

Sidecar Body Trimming.

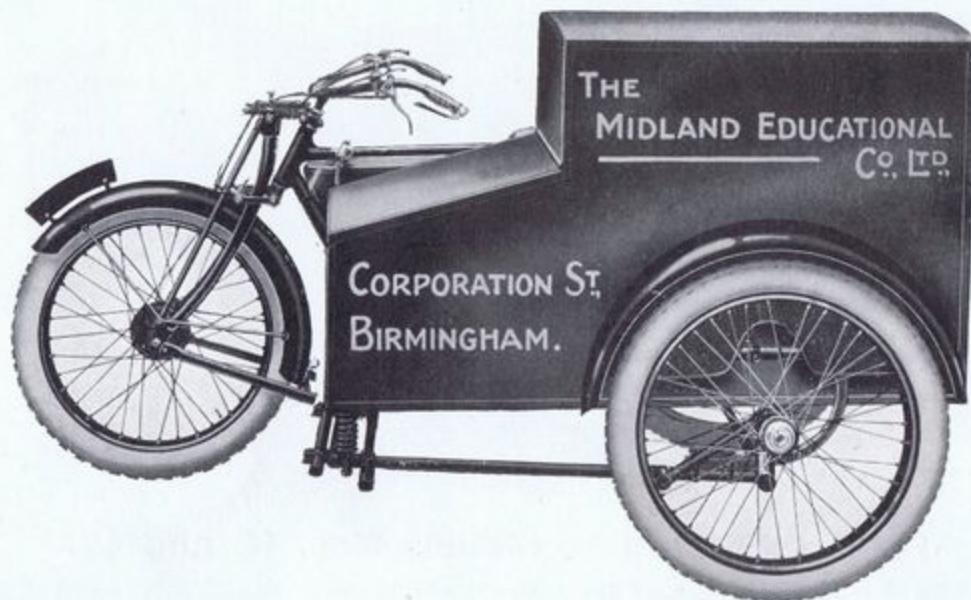
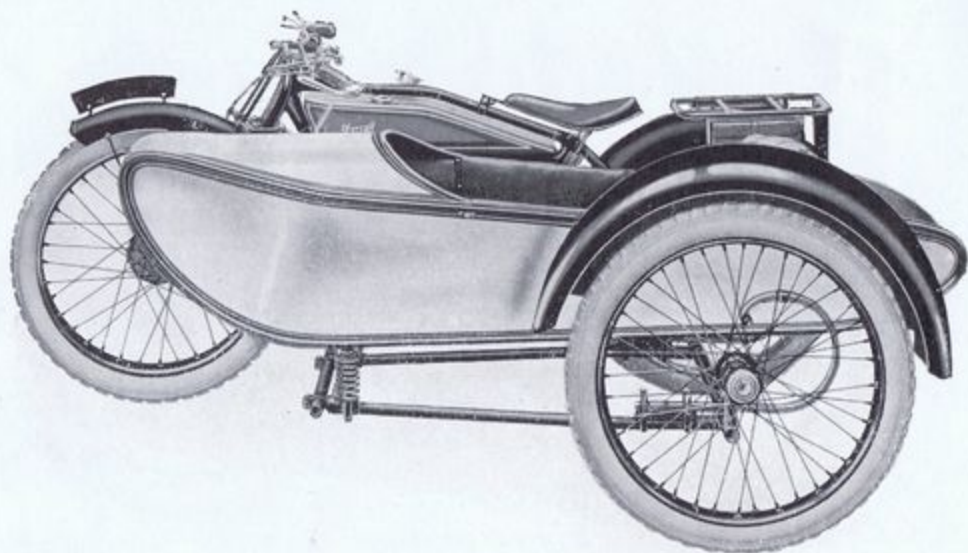


THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

Sidecar No. 27



Commercial Sidecar No. C7



For attachment to Models Nos. 11 and 12.

- CHASSIS**—Special design of the well type, built of best weldless steel tubes.
- MUDGUARD**—"D" section guard, 5 in. wide, with deep side and 4 in. valance.
- WHEEL**—To suit machine to which attached.
- TYRE**—Dunlop heavy cord.
- BODY**—Aluminium finish, hammock seat.
- SUSPENSION**—The body is mounted on "C" springs in the rear and spira springs at the front, ensuring perfect comfort for the passenger.
- APRON**—A waterproof apron is supplied to cover the sidecar when not in use.

Price **£15**

Hire Purchase Terms :—Deposit **£3 15 0**, and 12 Monthly Instalments of **£1 0 2**. Total Price, **£15 17 0**.

- CHASSIS**—Special design of the well type, built of best weldless straight steel tubes.
- WHEEL**—26 or 28 in. x 3 in., fitted with Dunlop heavy cord tyres.
- BODY**—Of large capacity. Substantially built of oak framing, with reinforced Metal Corners. Size, length inside, 4 ft. 7 in. Height, at rear, 2 ft. 8 in.; front, 1 ft. 2 in. Width, 1 ft. 7 in. Capacity, 3 cwts.
- FINISH**—Chassis enamelled black. Body painted two shades of brown, and lined.
- LETTERING**—5/- per dozen letters, in white.

Price **£18**

Hire Purchase Terms :—Deposit **£4 10 0**, and 12 Monthly Instalments of **£1 4 3**. Total Price, **£19 1 0**.

THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

A few Recent Successes



from all parts of the world

A.C.U. 1,000 MILE STANDARD STOCK MOTOR CYCLE RELIABILITY TRIAL.

G. S. Arter—"James"—Gold Medal.
J. Lidstone—"James"—Gold Medal.
Miss L. Ball—"James"—Gold Medal.
G. Kimberley—"James"—Gold Medal.
C. Mocatta—"James"—Certificate of Merit.
Team Prize—Best performance.
G. S. Arter only one, with one other, to complete trial without loss of marks.

SCOTTISH SIX DAYS' TRIAL.

G. S. Arter—3½ h.p. Twin "James"—Silver Cup.
J. Lidstone—3½ h.p. Twin "James"—Silver Cup.
G. Kimberley—3½ h.p. Twin "James"—Silver Cup.
Team Prize.
Miss L. Ball—3½ h.p. "James"—Gold Medal.

INTERNATIONAL SIX DAYS' TRIAL.

G. S. Arter—3½ h.p. "James"—Silver Medal.
975 marks out of a possible 1,000.

INTERNATIONAL MOTOR RACES, FARMSÉN.

W. Faust—3½ h.p. Twin "James"—1st.



KEILOR HILL CLIMB, AUSTRALIA.

3½ h.p. "James." Entered 4 Events: 3 firsts, 1 second. "James" fastest time of day.

COLOGNE SPEED TRIALS (The German Junior T.T.).

J. Lidstone—3 h.p. "James"—2nd.
W. Faust—3 h.p. "James"—3rd.

LONDON—LAND'S END.

J. S. Rogers—3½ h.p. "James"—Gold Medal.
H. H. Saddington—7 h.p. and Sidecar "James"—Silver Medal.

LONDON—HOLYHEAD.

R. B. Clark—3 h.p. "James"—Gold Medal.

LONDON—EXETER—LONDON.

C. Mocatta—3½ h.p. "James"—Gold Medal.

LONDON—EDINBURGH.

R. B. Clark—3 h.p. "James"—Gold Medal.

DUBLIN AND DISTRICT M.C.C. 24-HOUR RELIABILITY TRIAL.

"James" Team secure "Freeman" Challenge Cup.
J. Healy—4½ h.p. "James"—Gold Medal.
J. H. Patton—3½ h.p. "James"—Gold Medal.
H. E. Bell—2½ h.p. "James"—Gold Medal.

DUBLIN AND DISTRICT M.C.C. TWO-DAYS' RELIABILITY TRIAL.

J. H. Patton—2½ h.p. "James"—Gold Medal.
Manufacturers' Lightweight Prize; also tying for "Roche" Cup.

CUMBERLAND ONE-DAY RELIABILITY TRIAL.

A. D. Reid—3 h.p. "James"—The Rutherford Trophy.
L. Liddle—2½ h.p. "James"—2nd.
Only "James" machines climbed the observed hills.

EDINBURGH AND DISTRICT M.C.C. RELIABILITY TRIAL.

J. W. Morton—3½ h.p. "James"—Gold Medal.
Special prize for best solo performance by a private owner.

PLYMOUTH AND DISTRICT M.C. HILL CLIMB.

750 c.c. Touring Class—
J. R. Coote—3½ h.p. "James"—1st (55 m.p.h.).
1,000 c.c. Touring Class—
J. R. Coote—3½ h.p. "James"—1st (tying with one other).

NEWCASTLE AND DISTRICT M.C.C. 12-HOUR ALL-NIGHT RUN (Newcastle to Edinburgh).

P. Crosier—3 h.p. "James"—Gold Medal.

ABERGAVENNY M.C.C. RELIABILITY TRIAL.

H. N. Westwood—7 h.p. "James" and Sidecar—Gold Medal.
Special Trophy for best Sidecar performance.

NEWCASTLE AND DISTRICT M.C.C.

P. Crosier—3 h.p. "James"—President's Cup and Gold Medal.

HUDDERSFIELD M.C. & L.C.C.

F. Fisher—7 h.p. "James"—Won both cups in Sidecar class.



In the classic trials of 1924, **JAMES** came out "on top" with 95.6% successes.—Vide "Motor Cycle."

Extras and



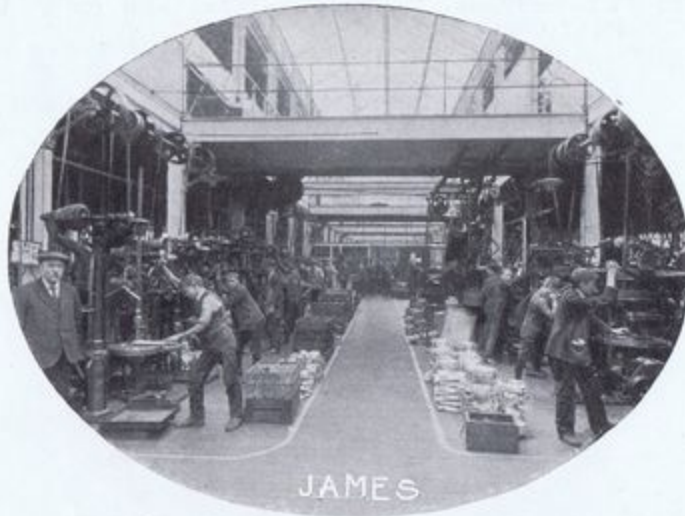
Gear Tables

"JAMES" GEAR RATIO TABLE FOR 1925 SEASON.

MODEL NOS.	NO. OF TEETH IN CHAIN WHEEL.				GEAR RATIOS.		
	ENGINE.	CLUTCH.	C/SHAFT.	REAR WHEEL.	HIGH.	MIDDLE.	LOW.
No. 17. SOLO	18	42	18	52	6.74	—	12.1
No. 17a. SOLO	18	42	18	52	6.74	10.9	19.0
Nos. 11 & 11a. SOLO	15	32	16	44	5.86	9.5	16.65
Nos. 11 & 11a. COMBINATION	14	32	15	44	6.7	10.85	19.0
No. 18. O.H.V.	16	32	16	44	5.5	8.9	15.6
No. 18. O.H.V. COMBINATION	15	32	16	44	5.86	9.5	16.65
No. 12. SOLO	16	32	16	44	5.5	8.9	15.6
No. 12. COMBINATION	15	32	15	44	6.25	10.12	17.75
No. 19. SOLO	17	52	16	44	5.17	9.1	17.3
No. 19. COMBINATION	15	32	16	44	5.86	10.3	19.63
No. 10. COMBINATION	16	32	16	43	5.37	9.46	18.0
CLOSE RATIO BOX FOR MODELS 18 & 12	16	32	16	44	5.5	7.59	11.27

EXTRAS

	£	s.	d.
Spare Wheel to No. 10 Combination, including Tyre and Fitting	6	6	0
Leg Guards	1	10	0
Hood for Sidecar	4	4	0
Hood Cover	1	1	0
Side Extension Framed Type Windscreen each	1	10	0
Luggage Grid	1	10	0
Lucas Electric Horn	1	1	0
Lucas Bulb Horn No. 60 E.B.	15	6	
Lucas Acetylene Head Lamp and Generator No. 462S. (Suitable for Models Nos. 10, 11, 11a, 12, 18, and 19)	3	5	6
Lucas Acetylene Head Lamp and Generator No. 462 E.B. (Suitable for Models Nos. 10 and 17)	3	3	0
Lucas Acetylene Head Lamp and Generator No. 342S. E.B. (Medium size, suitable for Models Nos. 11, 11a, 12, 18 and 19)	1	15	0
Lucas Acetylene Head Lamp and Generator No. 331S. E.B. (For Models Nos. 17, 11, 12, 18, 19 Lightweight Set)	1	8	0
Lucas Acetylene Tail Lamp and Generator No. 344 E.B.	13	0	
Lucas Acetylene Sidecar Lamp and Generator No. 354 E.B.	1	2	6
Lucas Mirror No. 16	10	6	
Cowey Speedometers can be fitted Trip Model	4	5	0



DRILLING SECTION MAIN MACHINE SHOP.



INSPECTION AND GAUGING DEPARTMENT.

THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

The "James" Guarantee



The "James" Guarantee

WE give the following guarantee with our motor cycles, instead of the guarantee implied by statute, or otherwise, as to the quality or fitness of such machines for the purpose of motor cycling; any such implied guarantee being in all cases excluded. In the case of machines which have been used for "hiring out" purposes, or from which our trade mark 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 three months only from the date of purchase, and damages for which we make ourselves responsible under this guarantee are limited to the free repair or free supply of a new part in exchange for the part of the motor cycle which may have proved defective. We do not undertake to replace or refix, or bear the cost of replacing or refixing, or refinishing, such part in the motor cycle.

We undertake, subject to the conditions mentioned below, to make good at any time within three months any defects in these respects. As motor cycles 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, among others, the following acts:—

- I.—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.
- II.—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 us.

Any motor cycle sent to us to be plated, enamelled or repaired, whether the repairs are required for the purpose of making good the defect before referred to or otherwise, 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 FAMOUS "JAMES" CYCLES are available in a large range of Roadsters for ladies and gentlemen. Tricycles and tandem machines, together with juvenile cycles and tricycles, are listed in a special catalogue. The incomparable James "Ace" series of road and path racing cycles are also illustrated and described. Send for this catalogue, post free.

the time such work shall have been executed, and this guarantee is in lieu and in exclusion of any common law or statute warranty, 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 motor cycles, 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 sender 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 name of the agent from whom he purchased and 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, no notice will be taken of anything that may arrive, but such articles will lie here at the risk of the senders, and this guarantee, and any implied guarantee, shall not be enforceable.

We guarantee only those machines which are bought either direct from us or from one of our duly authorised agents, and under no other conditions.

We do not guarantee the specialities of other firms, such as tyres, saddles, chains, lamps, etc., or any component part supplied to the order of the purchaser differing from our standard specification, supplied with our motor cycles, or otherwise.

THE TERM AGENT

is used in a complimentary sense only, and those firms whom we style our agents are not authorised to advertise, incur any debts, or transact any business whatsoever on our account other than the sale of goods which they may purchase from us; nor are they authorised to give any warranty or make any representation on our behalf other than those contained in the above guarantee.

JAMES Agencies will be found in nearly all towns throughout the United Kingdom, where our Agents will be pleased to demonstrate the distinctive features and advantages of our models; or, in case of difficulty, please apply direct.

THE FAMOUS "JAMES" CARRIER CYCLES are listed in a special catalogue. The James Cycle Co., Ltd., were the original patentees and introducers of cycles specially built for tradesmen's use. The tricycle carrier with coach-built box is invaluable for more bulky goods, and provides a good running advertisement. If you have parcels to deliver, send for this catalogue, post free.



Barnet Emmens Co. NZ
The Seal of Safety

Terms of Business



Terms of Business

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

ORDERS.—It will facilitate business if customers will kindly supply all particulars required at the time of ordering. 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.

ACCOUNTS.—All accounts are payable either on delivery, at our depôts when the goods are delivered to customers from our depôts, or at our Head Office at Gough Road, Greet, Birmingham. We have no "journey accounts," but our travellers are authorised to collect moneys for which official receipts will be issued.

DELIVERY.—To facilitate delivery, large stocks are held at our depôts 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 implied.

PACKING.—We will pack in crates at a nominal charge of 9s. for one machine or 16s. for one sidecar combination. If crates are returned to us no allowance will be made.

SHIPMENT.—Closed cases for shipment, etc. For one motor cycle, 35s.; for sidecar only, 50s.

REPAIRS AND SUNDRIES.— **THESE CANNOT BE BOOKED**, our terms being net 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**. Full instructions, with advice as to mode of despatch, should be posted the same day. Before forwarding machines, it is advisable to remove all easily detached fittings, such as lamps, horns, etc., as these often get lost in transit. When ordering sundries, customers are respectfully requested to make use of Index Numbers in Spare Parts List, and to send, if possible, an exact pattern of what they require—failing this, a rough sketch; but in any case machine number (stamped on seat lug) must be quoted. Please mark communications "Motor Repairs and Sundries."

IMPORTANT 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 caution manufacturers against infringement.



THE JAMES CYCLE CO. LTD., LONDON and BIRMINGHAM

