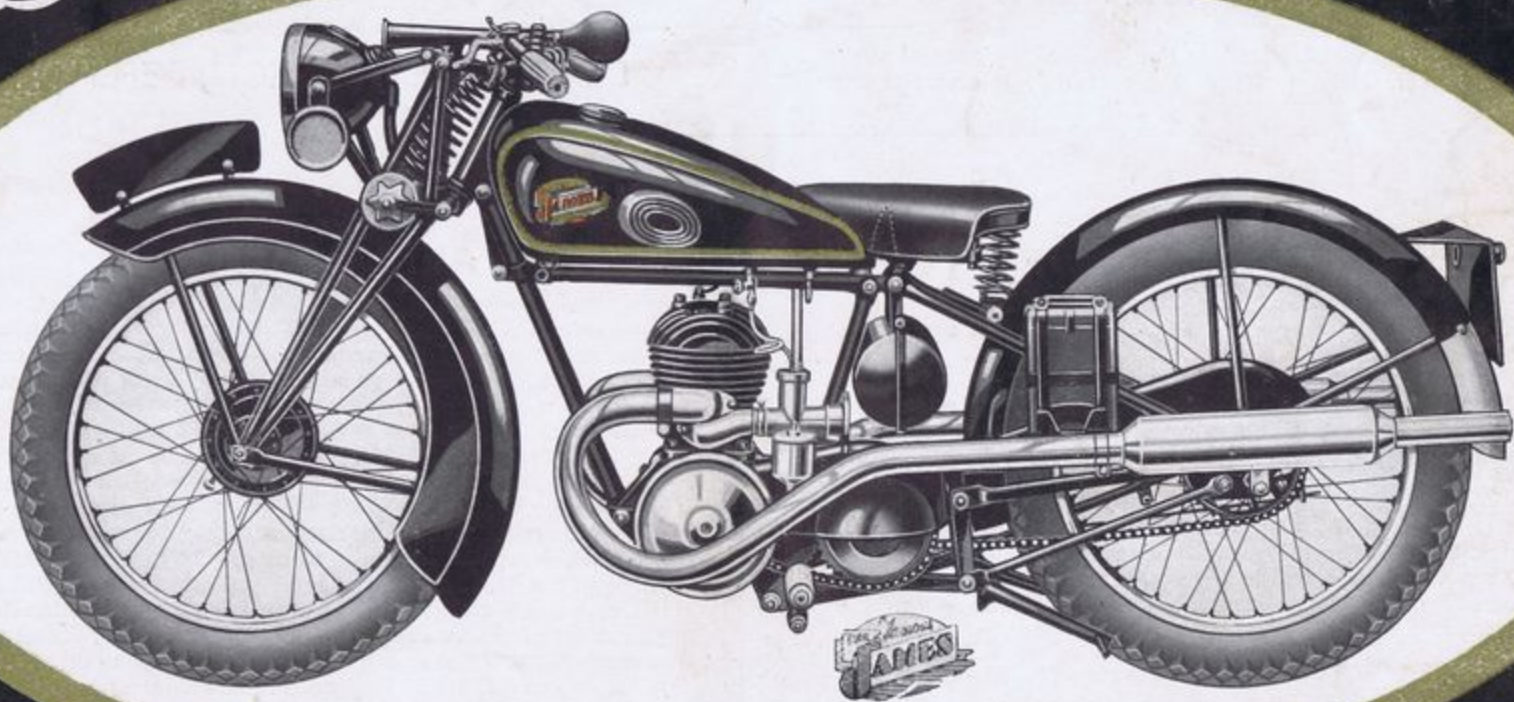




MOTORCYCLES



MODEL 9.

THE JAMES CYCLE CO. LTD. LONDON & BIRMINGHAM.

Barnstormers.co.nz

THE FAMOUS JAMES MOTOR CYCLES

Manufactured Solely by the JAMES CYCLE CO., LTD.



TRADE MARK



ESTABLISHED 1870

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

BIRMINGHAM

Telephone: WORKS. VICTORIA 2211/2/3
(Private Branch Exchange)

Telegrams: "BICYCLES, BIRMINGHAM."

LONDON:

Telephone: CITY 7448/9.

Telegrams: "JACYCOM, LONDON."

Code: A B C (5th Edition) or BENTLEY'S.

DUBLIN:

7, BACHELOR'S WALK.

Telephone: 43144 (2 lines) DUBLIN.

Telegrams: "HUET, DUBLIN."

IN submitting our 1938 range of Motor Cycles we desire to emphasise first and foremost that Quality is our first consideration. We have had a very long experience in the manufacture of Motor Cycles extending over the whole period in which Motor Cycles have been made, and one of the outstanding results of that experience is that we have found it to be impossible to produce High Quality Motor Cycles at a low price.

It will be agreed that no mechanism which goes into the hands of the general public is as highly stressed as a Motor Cycle, and for that reason it is essential that

nothing but the best quality materials and workmanship should be included in their construction.

We confidently submit our latest design Motor Cycles to the discriminating buyer in the sure knowledge that we have scrupulously carried out this fine tradition which has put the "JAMES" Motor Cycle in the forefront of Quality Machines throughout the World, making them known as—

DISTINCTIVE IN DESIGN, DEPENDABLE IN SERVICE

TERMS OF BUSINESS

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. 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.

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.

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

SERVICE AFTER SALES

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 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.

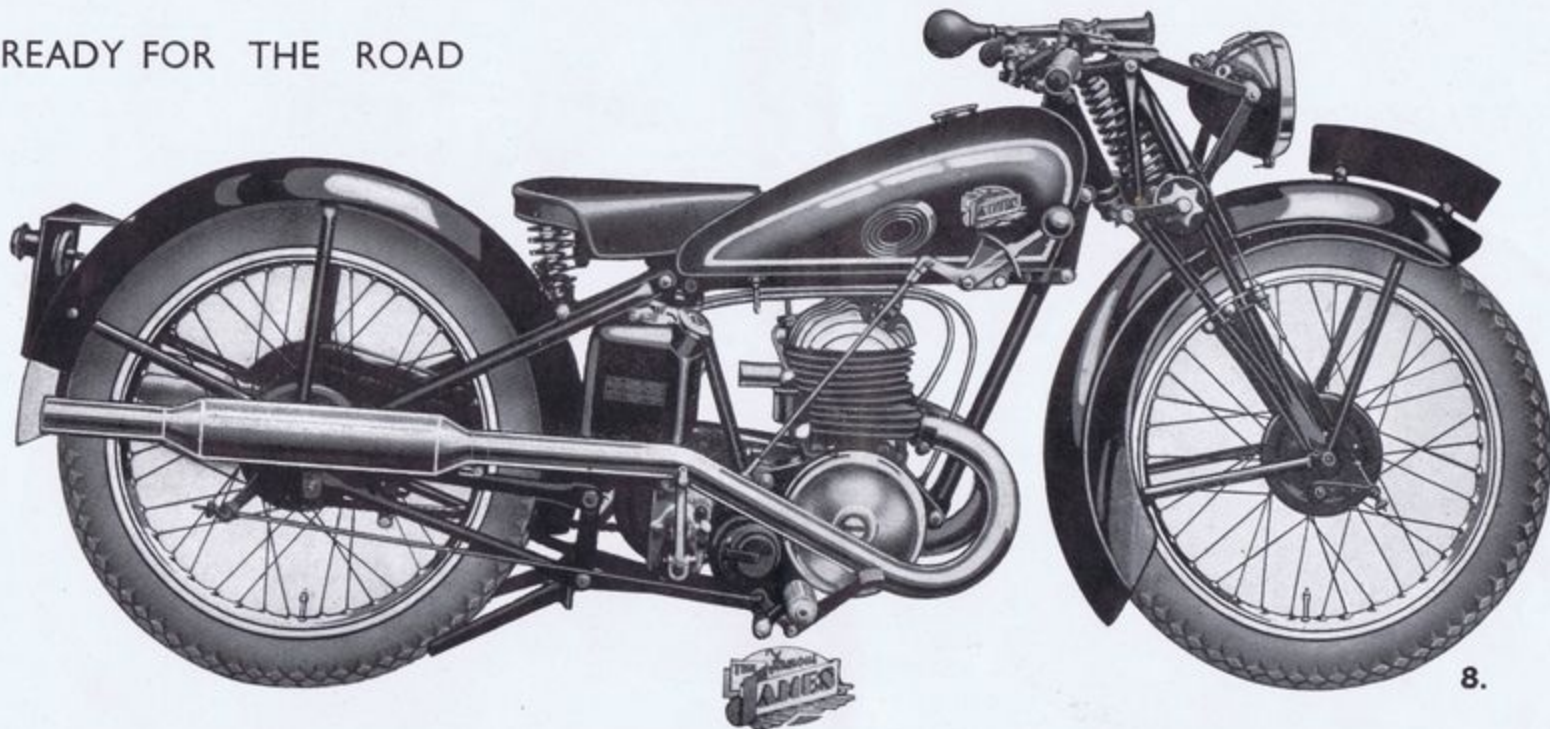
BARNSTORMERS.CO.NZ

Nos. 8 & 9—249 c.c. De Luxe



Super Sports Two-Stroke Models

READY FOR THE ROAD



8.

No. 8—THE "JAMES" 249 c.c. SUPER SPORTS DE-LUXE TWO-STROKE MODEL

INCLUDING ELECTRIC LIGHTING AND EQUIPMENT, see Specification.

No. 9—THE "JAMES" 249 c.c. SUPER-SPORTS DEFLECTORLESS PISTON MODEL
ILLUSTRATED ON FRONT COVER

INCLUDING ELECTRIC LIGHTING AND FULL EQUIPMENT, see Specification.

SPECIFICATION

ENGINE—8.—Villiers 249 c.c. long-stroke two-port engine, 63 x 80 mm.
ENGINE—9.—Villiers long-stroke deflectorless piston engine and ball-bearing main shaft.
IGNITION—High tension flywheel magneto.
CARBURETTER—Villiers, two-lever.
LUBRICATION—8.—Automatic, with separate oil tank.
LUBRICATION—9.—Petrol system.
SILENCERS—Twin exhaust pipes with large expansion chambers.
GEAR BOX—Three-speed, with plate clutch. Side tank gear control.
TRANSMISSION—Roller chain.
BRAKES—Very powerful internal expanding, with weather protectors. Front, hand operated; rear, by foot.

FRAME—"Baker" patented duplex construction, built of the best quality high carbon straight steel tubes.
FORK—"Baker" patented brazeless blades, with vertical spring suspension and fitted with shock absorbers.
HANDLEBAR—Adjustable sports type, with rubber grips.
WHEELS—25 in. well section rims, chromium plated, red lined, heavy spokes.
TYRES—"Firestone," 25 x 3 in.
STAND—Central prop type, enabling front or rear to be raised from the ground, as desired.
FOOTRESTS—Adjustable, with large rubber pads.
MUDGUARDS—Wide, dome ribbed section, balanced front.

TANK—Welded steel type, of large capacity. Finished in black, gold lined.
SADDLE—Terry multi-spring seat.
LIGHTING—Large direct set, comprising 4-pole flywheel magneto, 7 in. headlamp, parking light from dry battery, housed in black case on frame.
GENERAL EQUIPMENT—Tool box, tool kit, grease gun, tyre inflator, licence holder, horn and knee grips, making the machine equipped ready for the road.
FINISH—Brilliant black enamel on rustproofed surface. Nickel chrome finish to bright parts. Small details, Cadmium rustless finish.

*Insurance for
Cash 6/11 - 10/20
order 5/16 2/16 - 2/16
Jama. £65 - 2/16
order 10/11 2/16
Deposit 4/15 - 13 months*

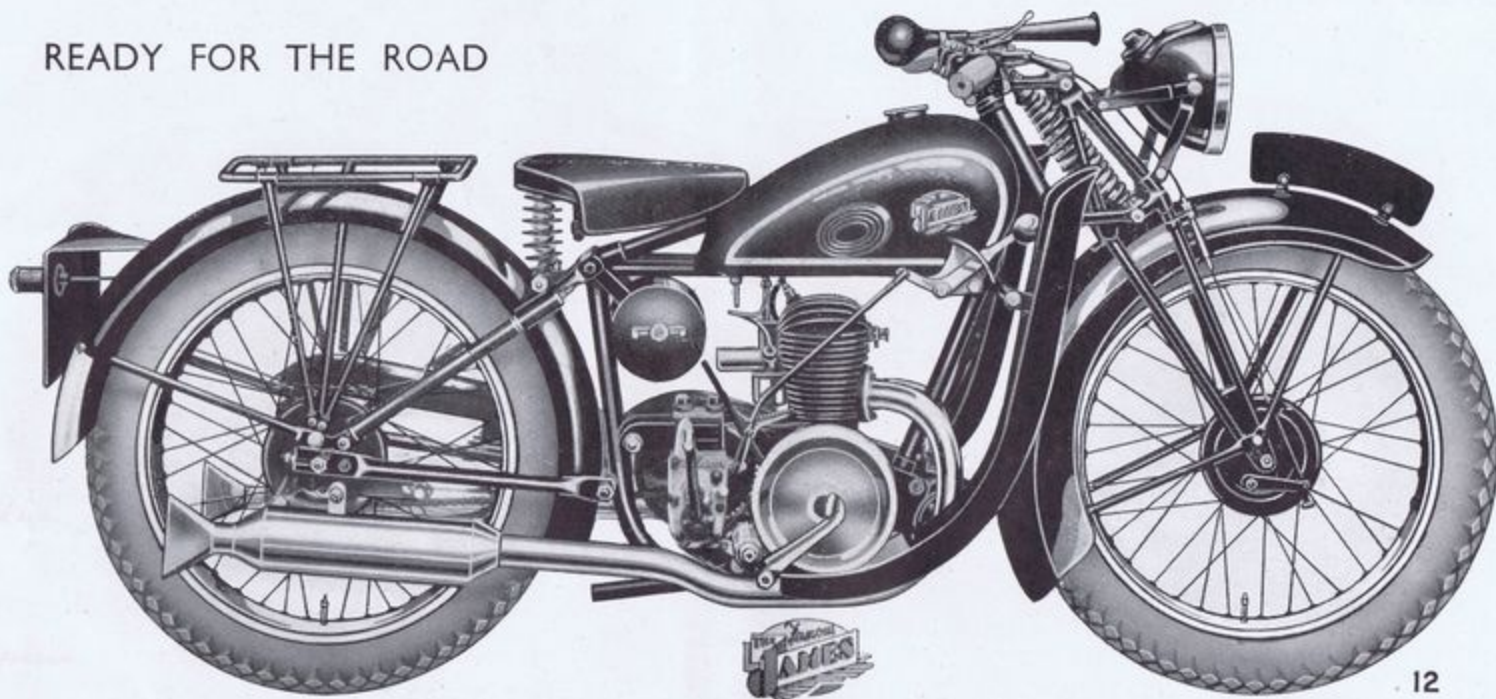
BARNHARTMORE.CO.NZ

No. 12—196 c.c. Two-Stroke



De Luxe Lightweight Model

READY FOR THE ROAD



12

No. 12—THE "JAMES" 196 c.c. TWO-PORT TWO-STROKE MODEL

SPECIFICATION

ENGINE—196 c.c. Villiers long-stroke double-port two-stroke. 61 x 67 mm.

IGNITION—High tension flywheel magneto.

GEAR BOX—Three-speed Gear Box, side tank control, clutch hand control.

FRAME—"James" design and manufacture, loop type, built of high carbon weldless steel tubes, tapered gauge used where necessary. Very rigid, low built, providing absolute perfect steering and comfortable riding position.

FORK—Girder design, well triangulated, to provide exceptional strength, with central spring, giving perfect comfort over all surfaces.

LIGHTING—Large direct set, comprising 4-pole flywheel magneto, 7 in. headlamp, parking light from dry battery, housed in black case on frame.

CARBURETTER—"Villiers," giving perfect two-stroking at all speeds.

TRANSMISSION—Roller chains, front and rear, fitted with effective chain covers and convenient adjusters.

BRAKES—Internal expanding, very powerful and reliable, with weather protectors, ensuring no interference by weather conditions. Simple and efficient adjustment.

FOOTRESTS—Adjustable large rubber pads.

EXHAUST SYSTEM—Duplex pipes and two efficient silencers of ample size, ensuring silent running without back pressure. Chrome finish.

TYRES—"Firestone," 25 x 3 in.

MUDGUARDS—Deep and wide section with centre rib giving ample protection. Valanced front.

HANDLEBAR—Adjustable, death type bars.

STAND—Central prop type, enabling front or rear wheel to be readily raised from the ground, as desired.

SADDLE—Terry flexible seat, giving luxurious comfort.

TANK—Welded steel saddle tank, with a capacity of two gallons. Very pleasing design, finished in black lined gold. A quick-release filler cap, which incorporates an oil measure, is standard.

GENERAL EQUIPMENT—Neat and efficient leg shields, fully protecting the driver from all road mud. Rear carrier.

EQUIPMENT—Kit of tools, carried in large tool box, tyre inflater, grease gun, horn, licence holder and knee grips, completing the most comprehensive specification ever offered to the motor-cycling public.

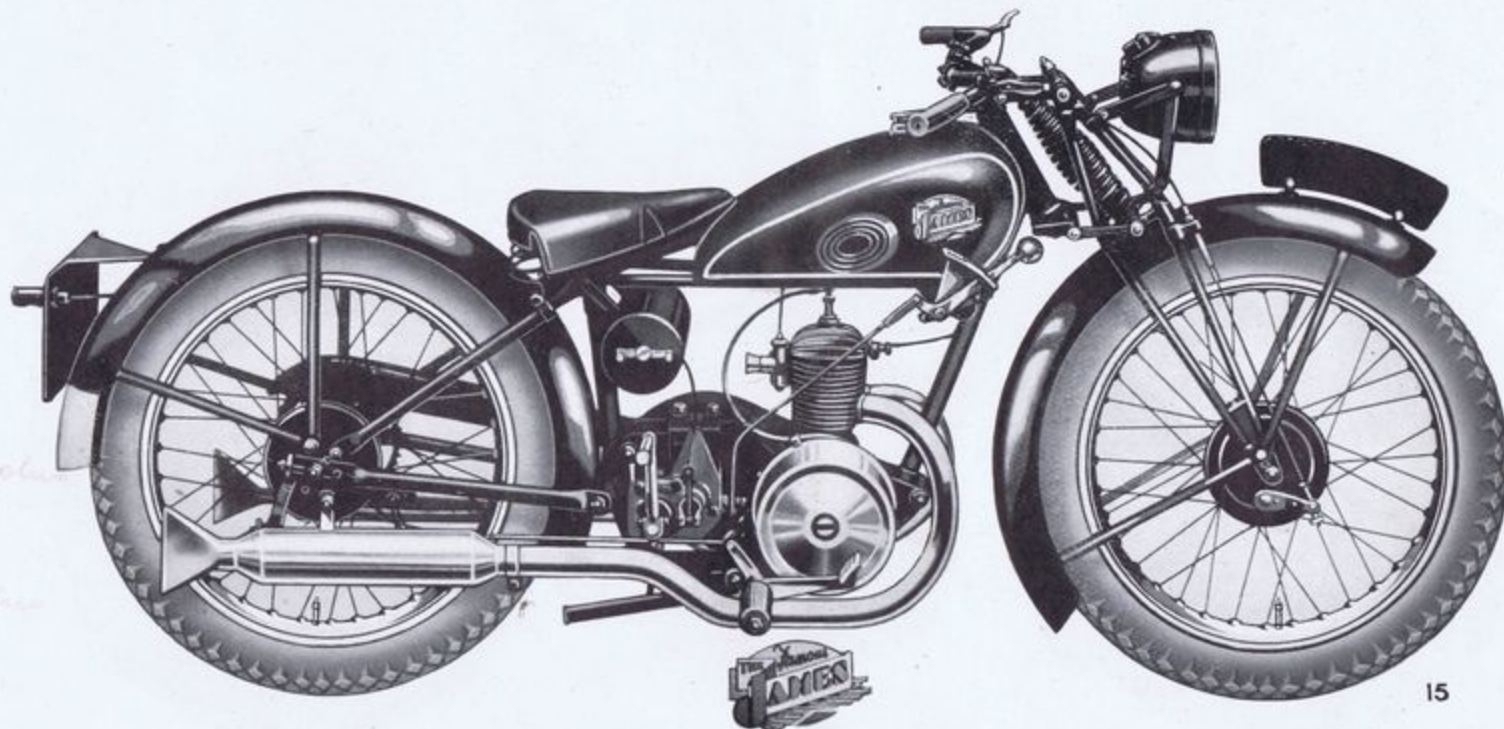
FINISH—Brilliant black enamel on rustproofed surface. Chrome fims lined red. Nickel chrome finish to bright parts. Small details Cadmium rustless finish.

BARNSCORPERS.CO.NZ

No. 15—148 c.c. Two-Stroke



Utility Lightweight Model



No. 15—THE "JAMES" 148 c.c. TWO-PORT TWO-STROKE MODEL

INCLUDING ELECTRIC LIGHTING AND EQUIPMENT, see Specification.

SPECIFICATION

ENGINE—148 c.c. Villiers two-port Utility.

CARBURETTER—"Villiers" single lever.

IGNITION—Flywheel magneto.

LUBRICATION—"Petrol."

SILENCER—Twin pipes, with large expansion chambers and fishtails.

GEAR BOX—Three-speed, side tank control.

FRAME—Loop type, of best quality high carbon weldless steel tubes

FORK—Well triangulated for strength, central spring suspension.

HANDLEBAR—Fully adjustable, clean type.

STAND—Central prop type, enabling the front or rear wheels to be raised from the ground.

TYRES—"Firestone," 25 x 3 in.

MUDGUARDS—Wide, ribbed section.

TANK—Welded steel saddle tank, black enamelled, gold lined.

BRAKES—Internal expanding back and front. Very efficient.

SADDLE—Terry multi-spring seat.

EQUIPMENT—Large tool box, tool kit, tyre inflater, grease gun and knee grips.

LIGHTING—Direct lighting set, with parking light.

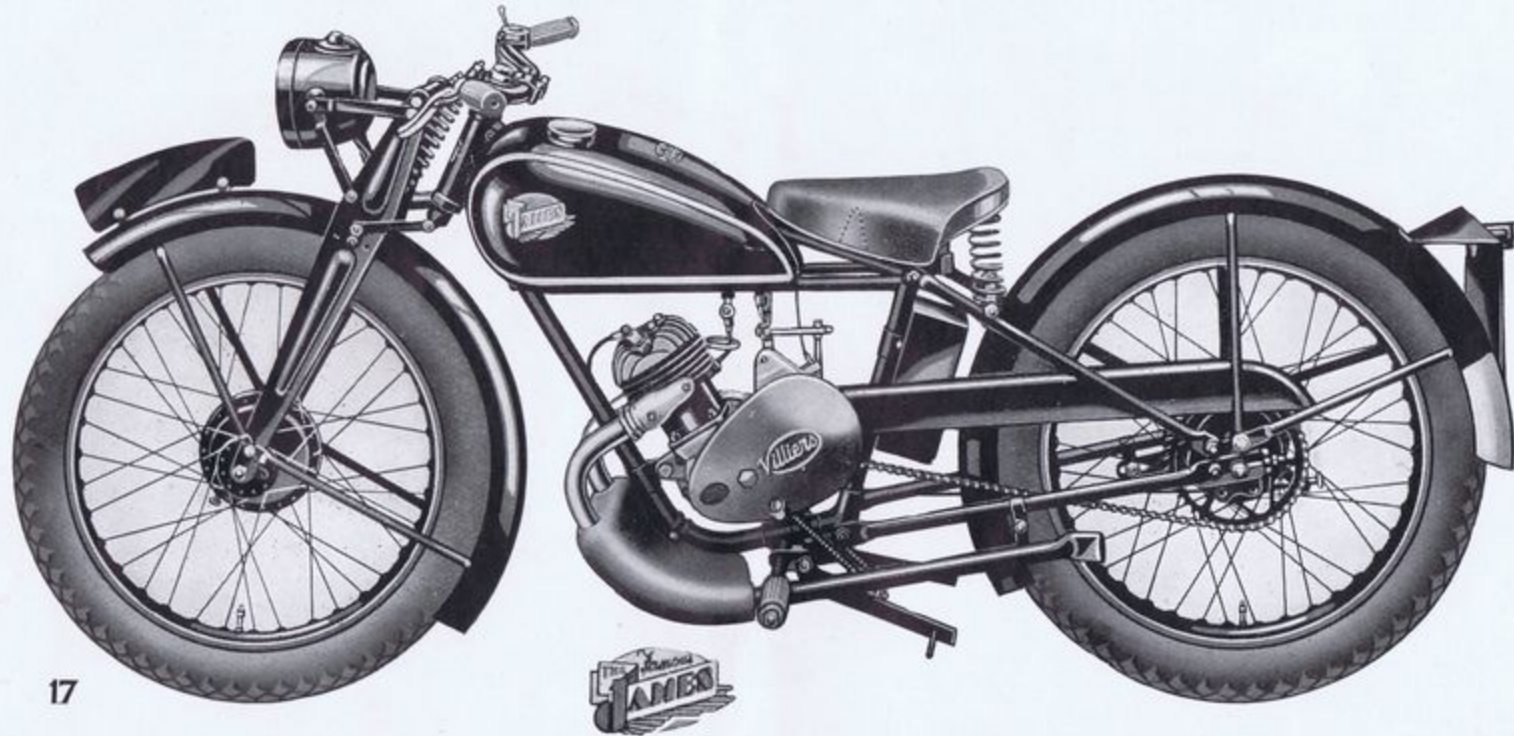
FINISH—Brilliant black enamel on rustproofed surface. Chrome rims lined red. Exhaust system chrome plated.

BARNSTORMERS.CO.NZ

No. 17—125 c.c. Two-Stroke



Ultra Lightweight Model



No. 17—THE "JAMES" 125 c.c. TWO-STROKE MODEL

SPECIFICATION

ENGINE AND GEARBOX—125 c.c. Villiers Unit, fitted with deflectorless piston, with 3-speed gearbox combined, direct control. 98 c.c. Villiers Unit optional.

IGNITION—Flywheel magneto.

FRAME—Loop type, built of best quality high carbon weldless steel tubes, tapered gauge where required, very rigid, low built, providing an absolutely perfect steering angle and comfortable riding position.

FORK—Pressed steel, with central compression spring.

LIGHTING—5½ in. direct lighting set, with parking light.

CARBURETTER—Villiers.

TANK—Welded steel saddle tank, black enamelled, gold lined, approx. 2 gallon capacity.

BRAKES—Internal expanding back and front, very efficient.

EXHAUST SYSTEM—Twin pipes to large expansion box, single tailpipe, fitted with fishtail.

LUBRICATION—Petrol.

TYRES—"Fresone," 25 x 275.

MUDGUARDS—Wide, ribbed section.

HANDLEBAR—Fully adjustable.

STAND—Central prop type, enabling the front and rear wheels to be raised from ground.

SADDLE—Terry multi-spring seat.

EQUIPMENT—Large toolbox, tool kit, tyre inflater and grease gun.

FINISH—Brilliant black enamel on rustproof surface. Rims lined red.

Barnstormers.co.nz

SKEATES & WHITE, Ltd.

Sole Distributors

JAMES MOTOR CYCLES

for

NEW ZEALAND

A JAMES Representative, with JAMES knowledge and service facilities, is located in each of the following 56 towns in the North Island:

Cambridge	"Hasties"	Matamata	"Hasties"	Taneatua	P. Cohu
Carterton	Cash Cycle Co.	Maungaturoto	J. Dell & Son	Taumarunui	Walker's Cycles and Motors
Dannevirke	C. P. Burkinshaw	Morrinsville	P. J. Cooper	Tauranga	Munro Motors
Dargaville	Brown & Sons	Napier	C. A. Woodley & Co.	Te Aroha	S. D. George
Gisborne	C. M. Corlet	New Plymouth	Lightband & Wann, Ltd.	Te Aroha	Johns Cycle Depot
Hamilton	N. J. Metcalfe	Ngaruawahia	J. D. Jackson	Te Awamutu	J. W. Hanna
Hastings	Norman Atkins	Okaihau	Anderson & Thomas	Te Kuiti	F. H. Massey
Hawera	Lightband & Wann, Ltd.	Opotiki	R. D. Black	Te Puke	Munro Motors
Helensville	Helensville Motors, Ltd.	Otahuhu	T. Faithfull	Thames	W. H. Richardson
Hikutaia	F. W. Pinker	Otorohanga	Burrell & Son	Tokoroa	R. Walsh
Horeke	E. A. Gray	Paeroa	F. J. Johnston	Upper Hutt	Premier Motors
Huntly	A. H. Berry	Palmerston North	Pink & Collison	Waihi	H. R. Dunton
Huntly	Geo. Smith & Sons	Papakura	J. A. Wishart	Waimamaku	Waimamaku Garage
Kaeo	E. H. Brown & Son	Petone	L. A. Tapp	Waipawa	R. Hutchings
Kaikohe	Rotary Cycle Works	Pukekohe	A. B. Cressey	Wanganui	Paul Chapman
Kaitaia	Geo. Rickard & Co.	Putaruru	R. Lee	Wellington	Southward Motor Cycle Co.
Kawakawa	E. D. Taylor	Rawene	Rawene Motors, Ltd.	Wellsford	Albertland Motors
Kohukohu	Empire Garage	Stratford	Lightband & Wann, Ltd.	Whakatane	R. Whittle
Levin	K. Douglas	Rotorua	P. Butler	Whangarei	D. Garton
Marton	McKenzie & Son				

BARNSTORMERS.CO.NZ



MOTOR CYCLES

EASY TO BUY AND RIDE—CHEAP TO RUN.

THE JAMES GUARANTEE

WE give the following guarantee with our motor cycles, including all component parts other than tyres, saddles, chains and lighting and electrical equipment accessories and component parts supplied to the order of the Purchaser and differing from those comprised in the standard specifications. This guarantee is given in place of any implied conditions or warranties or any liability whatsoever statutory or otherwise; no guarantee except that hereinafter contained and no condition or warranty whatsoever statutory or otherwise is given or is to be implied, nor are we to be under any liability whatsoever except under the guarantee hereinafter contained.

We guarantee, subject to the conditions mentioned below, that all precautions which are usual and reasonable have been taken 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 or date of exchange in case of any accessory or part supplied by way of exchange as hereinafter provided, and damages for which we make ourselves responsible under this guarantee are limited to the free repair of or supply of a new part or accessory in exchange for the part of the motor cycle or accessory which may have proved defective. We undertake, subject to the conditions mentioned below, to make good in manner aforesaid any part or accessory covered by this guarantee which has proved defective within the said period of six months. We do not undertake to replace or refix, or bear the cost of replacing or refixing any such new part or accessory in the motor cycle. 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 amongst others the following acts:—

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.

We do not guarantee tyres, saddles, chains or lighting and electrical equipment, or any accessories or component parts supplied to the order of the Purchaser differing from those comprised in the standard specifications. As regards all such tyres, saddles, chains, lighting and electrical equipment, accessories and component parts, no guarantee, condition or warranty of any kind statutory or otherwise is given or is to be implied and we are to be under no liability whatsoever in respect thereof.

CONDITIONS OF GUARANTEE

If a defective part or accessory should be found in our motor cycles, or in any part or accessory supplied by way of exchange as before provided, 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 or accessory 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.

DAVIS GORMER & CO. LTD.