

Why you should buy the James 2-Stroke

The simplicity of the James two-stroke has become a byword in the motorcycle world. Although we have 40 James agents, with expert knowledge and James Service Facilities, throughout the Auckland province, we have many James owners miles away from any garage or agency.

The James is so simply constructed, that even if you have had no previous motor-cycling experience, even if you are without any mechanical ability at all, you can easily and successfully keep your James in first-class fettle.

For ease of handling, the James is a delight. In traffic, in loose metal, on wet concrete or bitumen, you have a sense of safety that must be experienced to be realised.

And then the running costs! The James gives you 150 miles to the gallon of petrol, 2,000 miles to a gallon of oil. These, with its low first cost and easy buying terms, put the James within reach of everyone.

You find even experienced motor-cyclists, used to big machines, proudly owning a James two-stroke. They find it easier to keep in tune than a four-stroke—costing less to run and buy—and, best of all, free from all complications, such as valves, tappets, dynamos, accumulators, and so on.

There's no reason why you shouldn't become a James owner NOW. A small deposit and you ride away on your James, ready to tackle any hills or any distance. Get in touch with your nearest Agent or direct with

SKEATES & WHITE

LIMITED

48 FORT STREET :: AUCKLAND



it's
GREAT
this
JAMES

over 300 in use throughout
the Auckland Province

FROM ANYWHERE TO ANYWHERE at less cost

2/4 a Week—Running Expenses

In ordinary run-about use the average motor-cycle rider will not average more than 150 miles a week. The James does 150 miles to a gallon of benzine—cost including oil, 2/4.

This is not to say that the James is only meant for run-about use. You can start for anywhere, and, whether the roads are good or bad, whether you're travelling light or travelling heavy, the James will get you there. The sturdiness and reliability of the James are testified by the many remarkable trips accomplished on stock models, particulars of which are enclosed.

THE JAMES IS FITTED WITH VILLIERS DIRECT LIGHTING

The Villiers Direct Lighting system is the simplest and most reliable yet developed for motor-cycle use. There is no coil, accumulator, or separate dynamo requiring a chain drive. The Villiers Direct Lighting and Ignition operates from the dynamo and magneto incorporated in the flywheel, with only a single cable to head and tail lamps.

The Villiers Direct Lighting and Ignition generates 70% more light than previously, and gives an intense spark at the plug. It gives a bright light at even the low speed of 10 miles an hour.

That this dependable lighting system should be incorporated on the James is in line with the equally dependable other component parts of the machine. The first care of the manufacturers of the James has been to produce a motor-cycle that will be reliable under any conditions.

GET THESE FACTS ABOUT THE JAMES

The Man who owns a James :

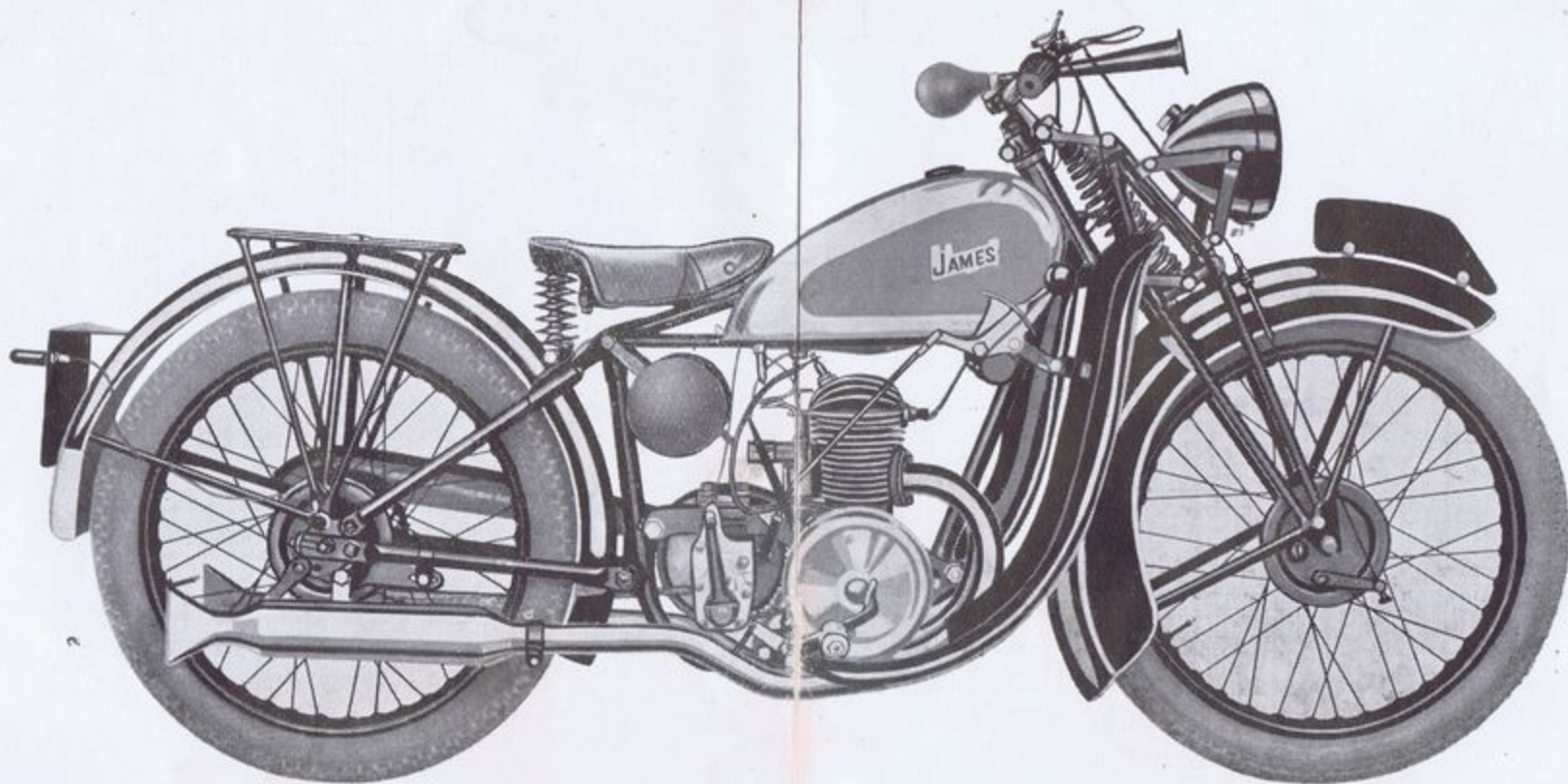
- Will get 150 miles to the gallon.
- Will get over 12 months' use from original tyres.
- Will have practically no repair bills, except for small adjustments for the first 18 months or longer.
- Will spend only 2/4 per week total cost for oil and benzine.
- Will never have accidents—James is the safest machine to ride and handle over either good or bad roads.
- Will find that a James costs him less per week than he previously spent in train, tram, or 'bus fares.
- Will find that the James is a real economy machine, both in first cost and afterwards.

EASY TO BUY!

EASY TO RIDE!

EASY TO UPKEEP!

The James is sold on exceptionally easy terms. You can use it for business or pleasure, and actually save money on fares while paying for it. Due to its strength and simplicity, it will cost you practically nothing for upkeep beyond the actual running expenses. During our 25 years of business we have handled all makes of motor-cycles and have never handled a machine that gives us less trouble in the way of service than a James.



THE JAMES ENGINE Manufactured by the James Company to highest precision engineering standards. A long-stroke, double-port, two-stroke engine with only three moving parts. Nothing that can get out of order. Unfailingly reliable and a glutton for hard work.

FRAME Loop type frame of enormous strength. Made of high carbon weldless steel. Very rigid and low-built to give perfect steering and comfortable riding position.

GEAR BOX Well-known Albion make. Silent, sure-change with gears that won't strip or slip. Fitted with kick-start, hand-clutch and side-tank control.

SILENCERS Efficient twin silencers give adequate silencing without back pressure. Exhaust note is a pleasant purr.

FRONT FORKS Girder design. Well-triangular to provide exceptional strength. Fitted with sturdy central spring, giving perfect comfort over all surfaces.

WHEELS 19-inch drop centre rims. Spokes are properly spaced, and are tough, yet elastic enough to cushion the shocks. Ball-bearing axles. Both wheels easily detachable. Equipped with 25 x 3.00 Firestone tyres.

BRAKES Internal expanding, with ample braking surface, for power and reliability. Fitted with weather protectors, foot and hand control and finger adjustment.

SADDLE Terry Saddle, extra large, with comfortable flexible seat. Three-point two-spring suspension. Easily adjusted to suit rider. General Equipment includes Villiers Lighting with emergency parking light. Kit of tools, pump, grease-gun, etc. There are no extras.

Distributors for Auckland Province:

SKEATES & WHITE LTD. 48 FORT ST. AUCKLAND

THE JAMES ORGANISATION is the most complete in the Auckland province—40 towns, each with their officially appointed James Representative, with James knowledge and service facilities.

AVONDALE - - C. A. TRIGG	KOHUKOHU - - EMPIRE GARAGE	ROTORUA - - - P. BUTLER
BALMORAL - - TAYLOR & BROWN	MATAMATA - - "HASTIES"	TANEATUA - - P. COHU
BROADWOOD - H. H. FITZHERBERT	MAUNGATUROTO J. DELL & SONS	TAURANGA - - MUNRO MOTORS
CAMBRIDGE - - "HASTIES"	MORRINSVILLE - P. J. COOPER & SON	TE AROHA - - - S. D. GEORGE
DARGAVILLE - BROWN & SONS	NEWTON - - - W. GILL	TE AWAMUTU - J. W. HANNA
GISBORNE - - C. M. CORLET	NGARUAWAHIA - J. D. JACKSON	TE KUITI - - - F. H. MASSEY
HAMILTON - - N. J. METCALFE	OKAIHAU - - - ANDERSON & THOMAS	TE PUKE - - - GOODWILL & VEZICH
HELENSVILLE - HELENSVILLE MOTORS	OPOTIKI - - - R. D. BLACK & CO.	THAMES SOUTH - W. H. RICHARDSON
HIKUTAIA - - - D. A. YOUNG	OTAHUHU - - - T. FAITHFUL	TOKOROA - - - R. WALSH
HUNTLY - - - A. H. BERRY	OTOROHANGA - BERRELL & SON	WAIHIA - - - H. R. DUNTON
KAEO - - - E. H. BROWN & CO.	PAEROA - - - F. J. JOHNSTON	WAIMAMAKU - WAIMAMAKU GARAGE
KAIKOHE - - - H. N. JACKSON	PAPAKURA - J. A. WISHART	WHAKATANE - A. J. MOORE
KAITAIA - - - GEO. RICKARD & CO.	PUKEKOHE - A. E. CRESSEY	WHANGAREI - - A. R. WALKER
KAWAKAWA - E. D. TAYLOR	RAWENE - - - P. SPENDER	

**7/6 A WEEK
to buy**

DEPENDABILITY

SIMPLICITY

ECONOMY

Right throughout the Auckland province motor-cyclists say: "The James will get me there."

At Hamilton, Rotorua, Whakatane, Gisborne—in the Far North at Ninety-Mile Beach, at Kaitaia, Whangarei, Dargaville, and in the hilly Coromandel Peninsula—on the Tableland of New Zealand, at Raetihi, Taumarunui and Waiourua—they say it.

The Man who owns a JAMES

—he drives it hard, he ill-treats it, he neglects it, but he loves it. He saves money with it, he saves time with it, talks about—and always depends upon it.



- Without a doubt the best value Motor-Cycle now offered in New Zealand. The James will carry six stone or sixteen stone. Will give you a performance equal to machines of double the horsepower—at half the expenditure. Will travel wherever a Motor-Cycle can be ridden. It's the Motor-Cycle for everybody—and the Motor-Cycle for you.

SKEATES & WHITE
LIMITED

48 FORT STREET :: AUCKLAND

**2/4 A WEEK
to run**