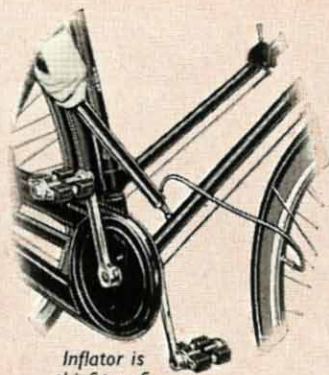


FIVE NEW MODELS



Inflator is thief proof



Royal light roadster



Lady's light tourist



Jaslyte sports Ace

James Cycle Co. introduce a Superlux range into their 1948 programme

IN addition to improved standard models the James Cycle Co. Ltd., Greet, Birmingham, announce the introduction into their 1948 programme of a Superlux range of five entirely new machines.

The new range comprises a Royal light roadster and a Royal roadster with 67 deg frames and a Royal light tourist, a Royal sports Ace and a Jaslyte Ace with 71 deg frames.

Outstanding features of the Superlux range are the cleanliness of design, the first-class specification and the absence of excrescences in the form of clips and other various mountings. All additions to the frame have been catered for and the models present an atmosphere and appearance of having been designed from the start for the purpose in hand.

Generous head bearings are provided, $\frac{7}{8}$ in and $\frac{1}{2}$ in balls being fitted to the bottom and top races respectively. Lamp brackets are reinforced and handlebars have brazed lugs. All brakework fittings on the frame are welded on and there are no clips.

Brakes are compensated, all rims being of the Endrick type, with the blocks operating on the side of the wheel rim. On the light roadster and roadster models brakes are rod operated, the rear brake operating at the top of the wheel. For ease of action the trolley below the bottom bracket assembly is fitted with rollers. On the light tourist there is a cable-cum-rod front brake and cable rear brake. Full cable brakes are fitted to the sports Ace and Jaslyte models.

All frames are brazed and built of "A" quality weldless tubes with cut-out lugs. On the ladies' models a taper top tube is

fitted, tapering from 1 in at the lower end to $\frac{7}{8}$ in. Chain and seat stays are tapered, with a built-up seat cluster to which the seat stays are spigoted and brazed.

Solid fork ends are fitted front and rear, the front forks on the roadster models having a "D" to round section. All mudguard stay fittings are incorporated in the fork ends or brazed on.

On the roadster models chain adjusters are carried on the forward drop out fork ends. Bosses are built into the frame to carry the oil bath gear case or chain guard, providing a very substantial fixing. There are no rivets in the mudguards. Square cranks are fitted and a three-pin fitting chain wheel adopted. Pedals are provided with a solid centre aluminium frame and dynamo and rear light fittings are brazed on.

Reversible handlebars and cable-cum-rod brakes as fitted to the light roadster models can be fitted to the roadster models on request.

Russ forks are fitted to the sports models with cable brake to the rear and cable-cum-rod brakes to the front. An auxiliary lamp bracket is brazed on to the fork blades.

Chain and seat stays are of smaller dimensions than the roadster models, and butterfly-nuts secure the wheels. These wing nuts have a squared centre permitting the use of a spanner if required. Aluminium or celluloid guards are optional.

On the Jaslyte 531 tubing is standard as also are Harden hubs and duralumin bars with G.B. caliper brakes. Chain-wheel assembly embodies the new Brampton pedals, $6\frac{3}{4}$ in fluted cranks and a special light chainwheel set. This machine is fitted with Dunlop $1\frac{1}{4}$ in high-pressure tyres and rims. Dunlop tourist Sprite tyres are fitted to the

roadster models.

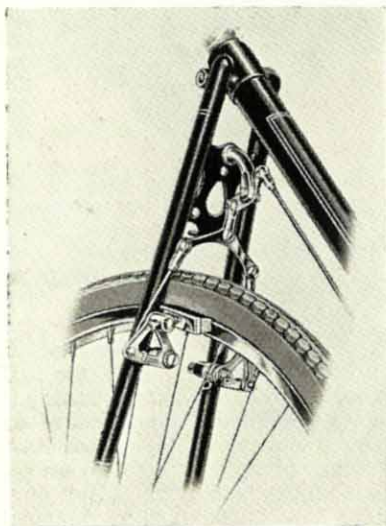
A notable feature of these machines is the bridge on the seat stays which provides the fixing for the rear mudguard, carrier and brake.

Throughout the standard range a similar frame is used. Fittings have been cleaned up and a notable feature is the James quick release brakes with brazed-on pegs. Head races are octagonal as on the rest of the range to give a small diameter nut. Chain guards are clipped on to the frame on the light roadster models, but oil baths are fitted on the roadster models. Brakes are rod operated or cable-cum-rod.

An interesting feature of the Superlux range is the captive pump, the lower end of which is secured to a ball fixing on the frame. A long connection permits the valve on front or rear wheel to be reached easily.

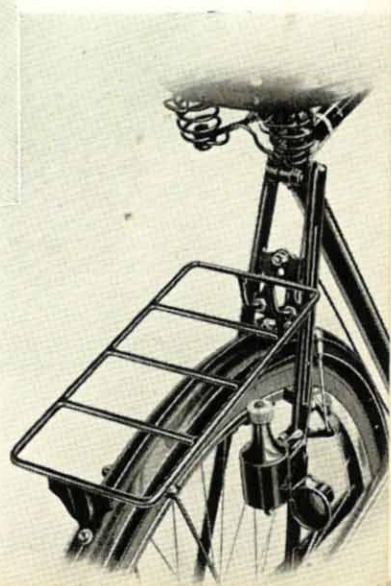
For the smaller people there is a range of juvenile models and tricycles.

Finish throughout is excellent. Black and gold are standard but six polychromatic colours are listed. These colours are included at the rear of a catalogue issued by the James Cycle Co. Ltd., to mark their jubilee in the cycle industry. It can be well said that the range itself is worthy of this very auspicious occasion.



Rear brake mounting

Fitting for light carrier



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