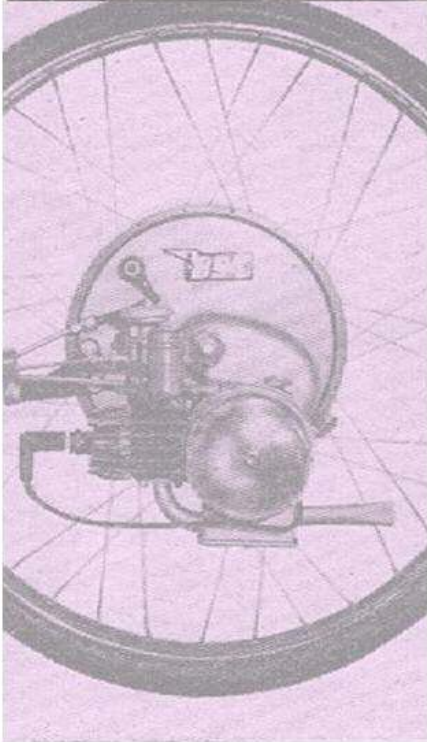


IceniCAM Information Service



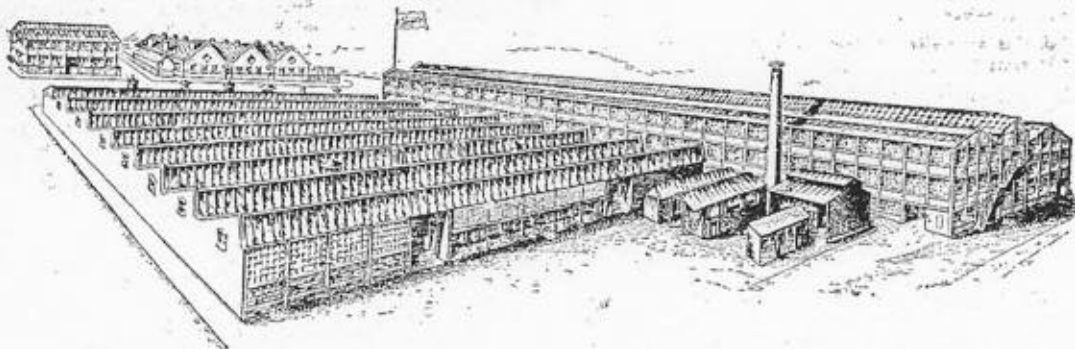
www.icenicam.org.uk

THE FAMOUS JAMES

AUTOCYCLE AND LIGHTWEIGHT MOTOR CYCLE

THE JAMES CYCLE CO. LTD., Greet, Birmingham, England

Interim List 1245



THE JAMES WORKS, GREET, BIRMINGHAM, ENGLAND

AREA 7 ACRES

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 this 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 of 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.

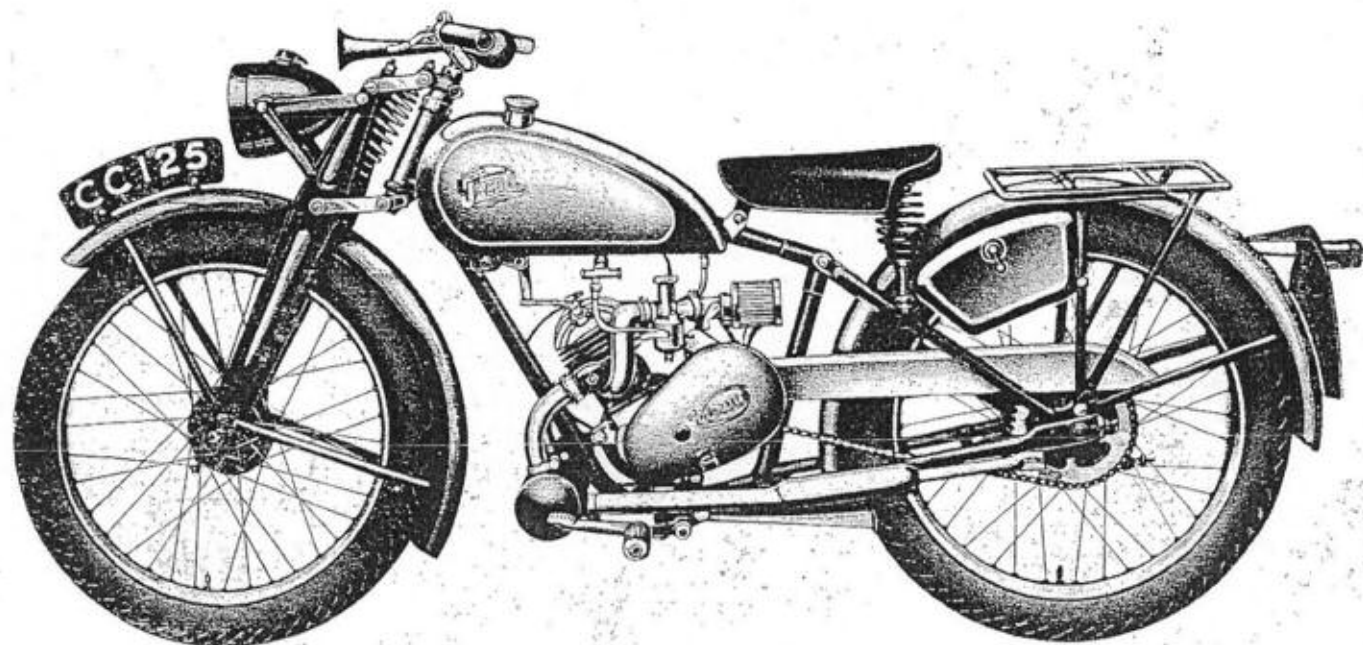
CONDITIONS OF GUARANTEE

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.

THE FAMOUS JAMES

LIGHTWEIGHT MOTOR CYCLE



**125cc. TWO-STROKE MODEL ML
WITH 3-SPEED GEAR BOX AND KICK-STARTER**

SPECIFICATION

Frame	Built of large diameter high grade steel tubes Loop type, low built, giving perfect steering angle.
Fork	Pressed steel, with central compression spring long bearings to shafts, adjustable forks links to compensate for wear.
Wheels	Built on specially designed hubs and heavy section 19" rims 2.75 x 19" tyres.
Brakes	Internal expanding, hub brakes on front and rear wheels, rear operated by foot pedal on lefthand side. Front operated by lever mounted on handlebar.
Saddle	Large size soft top multi spring saddle rigidly mounted on three point suspension.
Handlebar	Comfortable sports type adjustable for position, chrome plated.
Mudguards	Wide and deep section steel mudguards with strong half round supporting stays.
Toolbox	Made of pressed steel rigidly secured.
Chain Guard	Half round section steel fitted over rear driving chain (Front chain runs in oil bath).
Stand	Central prop stand with automatic return to riding position, effective for front and rearwheels.
Tank	Welded steel tank, 2½ gallon capacity. Finished attractively in maroon enamel with Argenize panel suitably lined.
Transmission	Is by roller chain throughout including final drive to rear wheel by extra heavy roller chain.
Rear Carrier	Pressed steel for light parcels.
Finish	The M/L Lightweight is finished with brilliant maroon enamel on rustproof surface, wheels Argenize finish. This model may be supplied to order in black enamel finish with Argenize panel to tank.
Equipment	Equipment comprises full kit of tools, tyre pump, bulb horn, licence holder, front and rear number plates. The weight of the machine fully equipped is approximately 150 lbs. The machine is sold complete and (after Registration) READY FOR THE ROAD.

POWER UNIT.	The engine fitted to this model is the famous 125 c.c. Villiers Unit exactly as fitted to the military lightweight motor cycle used by the British Airborne Divisions. The bore and stroke is 50 mm. x 62 mm. This engine has been developed and improved by exclusive features which add to its efficiency and ensure long life including detachable cylinder head, flat top piston, ball bearing mainshaft, roller bearing big end of con rod, aluminium alloy piston.
Ignition	Ignition is effected from the high tension flywheel magneto built integral with the engine.
Clutch	The unit has incorporated an effective clutch and the primary drive chain runs in oil. The Clutch is operated by a lever conveniently mounted on the handlebar. The clutch runs in oil thus enabling the power of the engine to be smoothly applied.
Lubrication	Lubrication is effected by the Petroil System, a measure is provided attached to the petrol filler cap and if the simple instructions are followed lubrication of all parts of the engine is absolutely automatic and efficient. The lubricating oil should be mixed with the petrol in the proportion of one part of the oil to sixteen of petrol, i.e., ¼ pint of oil to 1 gallon petrol or three measures to 1 gallon of petrol.
Carburettor	The carburettor is a Villiers needle jet type operated by twist grip control. An air strangler is fitted for easy starting.
Air Cleaner	An efficient air cleaner is fitted to prevent the ingress of dust to engine.
Electric Light	Electric lighting is effected from the Villiers fly-wheel magneto which makes provision for a strong headlight and an effective tail-light whilst the machine is running. A parking light is provided by a dry battery fitted inside the head lamp.
Silencer	Special attention has been given to the silence of the machine and extreme silence without loss of power is secured by the employment of a duplex system of silencers.

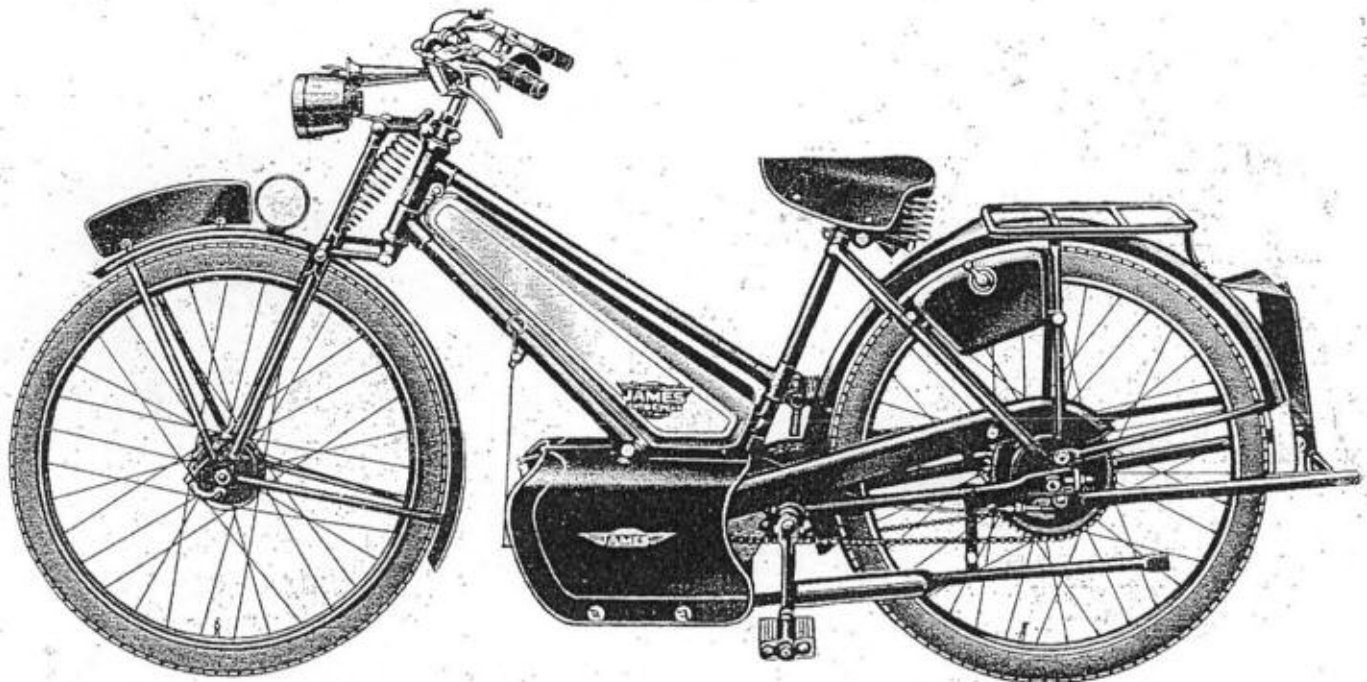
PRICE £55 0 0 Purchase Tax £14 17 0

Extra for Non-trip Smith's Speedometer £2 15 0

Purchase Tax 14/10

THE FAMOUS JAMES

AUTOCYCLE DE LUXE



THE JAMES AUTOCYCLE DE LUXE is essentially a motorised Bicycle of advanced design. The riding position is similar to that of an ordinary Roadster Bicycle, the machine is low built so that the feet of the rider when sitting on the machine can easily reach the ground. A normal pedal gear is fitted, but this is only required to start the engine and occasionally to assist in climbing abnormal hills. In the ordinary way the engine is quite powerful enough to take all main road hills without any assistance from the rider.

Frame	Built of large diameter high-grade steel tubes entirely brazed up so as to provide a rigid mounting for the power unit.	Lubrication	Lubrication is effected by the petroil system. A measure is provided in the petrol filler cap. The oil should be mixed in the proportion of one part oil to sixteen of petrol, i.e. $\frac{1}{16}$ pint of oil to 1 gallon of petrol.
Fork	James special tubular fork with central compression spring; adjustable fork links to compensate for wear.	Carburettor	Villiers needle jet type operated by single control lever, strangler for easy starting and dust shield for air inlet are fitted.
Wheels	Built with specially designed hubs and heavy section rims and spokes, 26" diameter, fitted with Dunlop over-size tyres 26" x 2".	Ignition	High tension ignition from Villiers flywheel magneto incorporated with engine.
Brakes	Internal expanding hub brakes are incorporated in the front and rear wheels, each independently operated from the handlebar, giving perfect control of the machine.	Electric Light	Direct electric lighting from Villiers flywheel magneto; this provides a strong light for the head lamp and tail lamp. A parking light is provided from a dry battery fitted inside the headlamp.
Saddle	Large size, soft-top, multi-spring saddle, adjustable to suit individual riders.	Decompressor	To assist easy starting a decompressor is fitted, operated by trigger control.
Handlebars	Comfort type, chromium plated, adjustable for height and fitted with resilient rubber grips. Powerful outside brake levers.	Silencer	Duplex system, ensuring silence without loss of power.
Mudguards	Wide and deep section steel with strong half-round supporting stays.	Transmission Final Drive	By roller chain throughout. From power unit to rear wheel by extra heavy roller chain.
Rear Carrier	Made of pressed steel, of generous size; very strong.	Improved Tank (Regd. Design)	Welded steel tank of streamline shape with taper edges. Argenize finish, suitably lined, Capacity 11 pints. Oil measure combined with filler cap.
Toolbox	Metal box containing kit of tools, etc.	Finish and Equipment	The Autocycle is finished with three coats of brilliant black enamel on rustproofed surface. The tank is beautifully finished in silver enamel, suitably lined. A large white safety patch is provided on the rear mudguard. Wheels, black enamel. The equipment comprises a kit of tools, licence holder, tyre inflator, bulb horn, front and rear electric lights and number plates. The Machine is complete and (after Registration) READY FOR THE ROAD.
Chain Guards	Half-round steel section fitted over driving chain and pedal chain.	Weight	As supplied, fully equipped, approximately 100 lbs.
Engine Shields	Provide adequate protection to the engine and the rider.		
Rear Stand	Mounted independently, secured by efficient spring clip to rear mudguard when not in use.		
POWER UNIT	—The engine unit is the famous Villiers 98 c.c. De Luxe Two-Stroke Engine, incorporating a clutch and primary drive chain running in oil. The bore and stroke is 50 x 50 mm. This engine has been improved by features which add to its efficiency and ensure long life, including detachable cylinder head, flat top piston, ball bearing mainshaft, roller bearing big end of con rod, aluminium alloy piston, ignition and lighting by flywheel magneto.		
Clutch	The clutch is operated by a lever conveniently placed on the handlebar. It is a two-plate large diameter clutch running in oil, enabling the power of the engine to be smoothly applied.		

PRICE £35 15 0 Purchase Tax £9 13 0

THE FAMOUS JAMES

AUTOCYCLE

First in 1921—Foremost ever since

**NOTE THESE POINTS
OF
EXCELLENCE**

- Most economical means of mechanical transport.
- Petrol consumption 120 m.p.g.
- Oil consumption 1920 m.p.g.
- Completely equipped ready for the road.
- Comfortable to ride for both sexes.

WE can with confidence say that this model may be relied upon to give unfailing service, provided only that reasonable care is taken with regard to oiling and adjustment. Under ordinary conditions the JAMES Autocycle will travel 120 miles on a gallon of petrol and will, without pedal assistance, climb any normal main road hill. Its speed on the level can be stated to be easily 25 m.p.h. The machine is easy and safe to ride, and any person who can ride a bicycle can drive an Autocycle. It is safe to use in traffic, the low build of the frame giving the rider a sense of security as the feet can easily touch the ground when mounted in the saddle. The power unit fitted is an improved new design made by the Villiers Engineering Co. Ltd., the largest manufacturers of two-stroke internal combustion engines in the world, and is a unit which may be implicitly relied upon.

**NOTE THESE POINTS
OF
EXCELLENCE**

- Eliminates personal effort and physical fatigue.
- Safe to ride and as easy to control as a bicycle.
- Clean in operation and quiet in action.
- Suitable for every Trade or Profession.
- Reliable and dependable in service.

The Famous JAMES The Pioneer of Autocycles

THE FAMOUS JAMES

LIGHTWEIGHT MOTOR CYCLE ML MODEL

Based on the machine which accomplished such amazing success on active service with the British Airborne Troops

**EXTREME RELIABILITY
40-45 MILES PER HOUR
100 MILES PER GALLON**

The "Go Anywhere" Lightweight which will do all that any Motor Cycle will do up to the limit of its speed



JAMES — The First Fine Quality Lightweight