

The Reliable Ruby Rim

**A Bicycle That Sells for \$54,
But Worth More Money.**

IN order to meet the popular demand for a low priced wheel we have manufactured the RUBY RIM, but while selling it at a low price we have been careful to avoid the defects common with the generality of cheap wheels. The Ruby Rim possesses the happy distinction of being

The Biggest Bicycle Value In the Dominion To-day.

The frame is enamelled black and the rims red, the combination making a very pleasing effect. It is made of high grade material and is finished better than the bulk of the \$100.00 wheels. It is a bicycle built to wear and give honest satisfaction, while it is second only to the peerless Red Bird in easy running qualities. Best of all, however,

It is Fully Guaranteed

by the most liberal of guarantees. This is pretty good evidence that we do not entertain any doubts concerning its quality. The fact of this guarantee coming from a Canadian manufacturer makes it doubly valuable as repairs are easily got, and should there be a possible defect no time is lost in making it good. The Ruby Rim is sold at our various agencies throughout the Dominion, and if you are a prospective purchaser, you will find it worth your while to examine it. Of course \$54.00 is the spot cash price.

THE Goold Bicycle Co., LTD.,

BRANTFORD, ONT.

BRANCHES:—Toronto, Ont.
Montreal, Que.

St. John, N.B.
Winnipeg, Man.

Sydney, Australia.
Capetown, S. Africa.