

Where the **ROYAL RUBY** MOTOR-CYCLES and CYCLES ARE MADE.

The Royal Ruby Bicycles were first put on the market in 1906, the motor-cycle making its début six years later. In December, 1918, in addition to acquiring a large single-storey factory at Altrincham, a large area of adjoining land was purchased on which an even larger single-storey works has been erected. The work of construction occupied over a year. At the No. 2 works the production of the various components of the Royal Ruby Cycles and Motor-Cycles is carried on. In fact, it may be regarded as the truly engineering side. The whole of the front is occupied by a long row of offices, separated from the shops by a wood and glass partition, giving a clear view over the engineering section, which covers an area of 2,250 sq. yards, exclusive of the stores, the drawing and general offices, etc., and surrounding land, which bring the total up to 4,500 sq. yards.



Mr. GEO. E. RIGBY, Managing Director of the Ruby Cycle Co., Ltd.

Modern Equipment. The machine tools are all of a modern type and the shafting is electrically driven. It is impossible in the space at disposal to describe even a fraction of the numerous parts that are now made; it must suffice to mention that they include everything associated with the firm's productions, including the 2½ h.p. and 3 h.p. engines, and gear boxes for the same machines, engine plates, spring frame parts, chain wheels—the latter going to the milling machines for teeth hobbing in gangs—to refer to only a few that come to our mind as we write.

Among the features of interest to be noticed are (1) that all parts are made from numbered working drawings; (2) the employment of a number of multi-spindle drilling machines and lathes, and the large, almost lavish, use of jigs to ensure the production of truly interchangeable parts. The jigs and small tools are all made on the premises in a section of the works fenced off from the remainder of the shop. Interest is also evinced in the "progress office," on the walls of which is a large chart showing at a glance the progress of production of engine, gear box, and other components of the machines in relation to each other. A strip of land separates the old from the new works; the latter form the building and erecting sections of the undertaking, which cover an area of no less than 3,500 sq. yards. In addition to this there are a dozen separate departments occupying in the aggregate another 2,397 sq. yards.

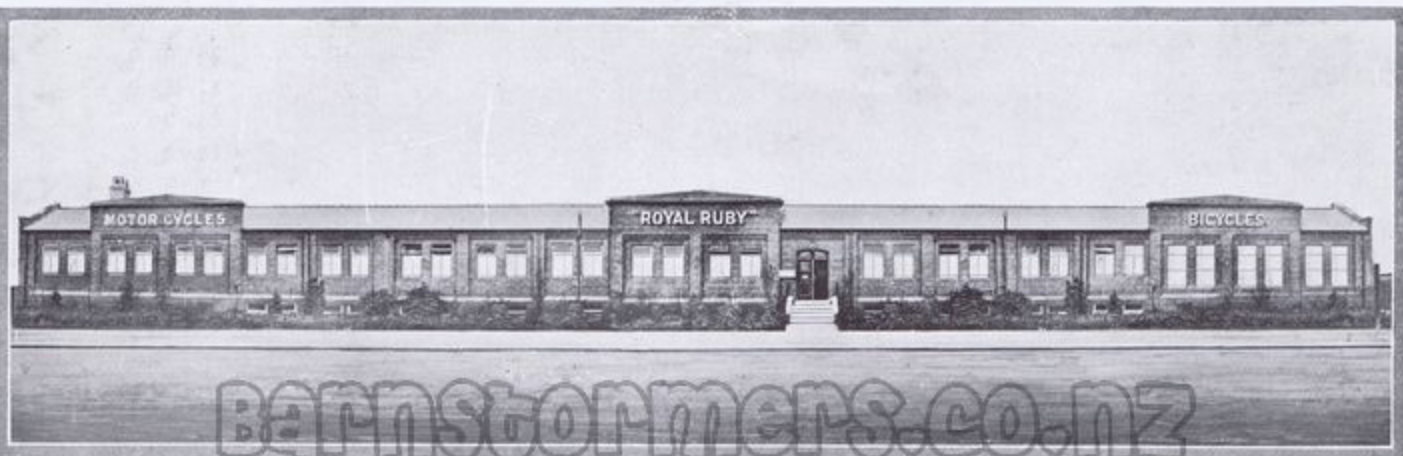
Erecting Shops. In the engine, gear box, and complete machine erecting departments are demonstrated the "Progressive" method adopted in the erection of motor-cycles. Each man is allotted a definite operation, and then

passes the unit to his neighbour for further erecting work, and so on, until after about seven operations a complete motor-cycle emerges at the end, from which it passes to the test department. In connection with the latter, it may be noted that the machines intended for use as combinations are sent out complete with a test shop side-car attached.

Inspection and Testing. As in all modern factories, special attention is devoted to the inspection of the various components ere they pass from the production department to the stores, numerous special gauges being used for the purpose. The engines are all tested in the test shop. Expert viewers pass all raw material and work in progress, and no finished part or complete cycle or motor-cycle is allowed to leave the works until it has passed the scrutiny of the Chief Inspector.

Accommodation. £100,000 has been spent on the new works and their equipment. There is accommodation for 1,000 employees, and a production capacity of 5,000 motor-cycles and 20,000 pedal cycles per annum. The shops are light and airy, and attention has been paid to the employees' welfare, in the way of cloak rooms, cycle storage sheds, etc. A poster is fixed on the wall above a box in each department inviting the employees to make suggestions either for the improvement of the machines or the methods of production.

Trading Policy. The Ruby Co. has a large and thoroughly up-to-date plant, now laid out for the new season's programme, which requires a large output. Mr. Rigby, the Managing Director, is backed by a strong board of directors and a well-organized production and sales staff, so that the name Royal Ruby should in the near future become even better known than it has in the past. Ever since it was established the Ruby Co. has recognized that the manufacturing side of the business can only be fully developed by adopting the policy of trading through agents, a policy which is being continued. The Company are already represented in various parts of the country, but there are some districts for which the agency still remains open and for which early application should be made by interested traders.



Front View of part of New Works.

The Personal Element in Business.

BUSINESS is by no means the cold-blooded, impersonal, ruthless game of plunder that some people imagine, when they seek to excuse sharp practice and tricks of trade by the phrase "**Business is Business.**"
No. To succeed in business—to build up a permanent connection—there is one great essential, viz.:—

CONFIDENCE.

And you don't put your confidence in anything impersonal. The ship's captain; the aeroplane's pilot; the engine-driver; you put your confidence in their **experience, skill and integrity.**



Mr. E. C. FARROW,
Sales Manager.

I have been appointed Sales Manager to the **Ruby Cycle Co., Ltd.** I have had 30 years' experience of the cycle and motor-cycle trade, and am proud to have a **personal** acquaintance with a very large number of agents in Great Britain, from Land's End to John o' Groats, and in Ireland from Fair Head to Cape Clear. During over a quarter-of-a-century of experience I have learnt to study the requirements of the trade from two points of view:

1. The manufacturer's, in his relationship to the public demand.
2. The agent's, in his capacity of distributor or middle-man.

The Agent's needs may be summarised as follows:—

1. A reliable article at the right price to the public.
2. An adequate working margin of profit.
3. Prompt delivery and immediate attention to all demands.
4. Courtesy and fair dealing.

The many agents who know me personally will, I am sure, accept my assurance that in handling the agency for

ROYAL RUBY Cycles and Motor-Cycles

they will get all these four needs fulfilled. I am at all times ready and willing to give my **personal** attention to any suggestion, and to attend **personally** to the agent's smallest need. If you want a screw or nut in a hurry **let me know** and I'll **get it and send it off myself if necessary** so that you can put your customer right. Ask any agent who knows me and he will tell you that my past record in the trade

JUSTIFIES YOUR CONFIDENCE

in the assurance I give you that in dealing with the Ruby Cycle Co., Ltd., you will handle a well-advertised machine that will do you credit, increase your custom, and add to your profits.

AND NOW having talked about myself more than I like (but for business reasons only) may I ask you to read what follows, and then

WRITE ABOUT THE ROYAL RUBY AGENCY?

Barnstormers.co.nz

Yours faithfully, E. C. FARROW, Sales Manager.



MR M.P. STEANE
Scotland, Northumberland
Durham, West Cumb

MR O.C. MURRIN
Yorkshire

MR W.T. DUTTON
Lancs. Cheshire & N. Wales

MR F.R.G. MACDONOUGH
Ireland

MR H.F. TODD
Manchester Depot.

MR G. HOLLICK
Lincs., Notts., Derbyshire, Leicestershire
Rutland, Northants., Hunts. Cambs.
Norfolk, Suffolk.

MR F.E. WILLIAMS
Shrops., Staffs., Warwicks,
Worcestershire, Hereford,
Monmouth, Glos., N. Wilts.,
S. Wales, Devon, Cornwall.

MR D.J. DAY
Beds., Oxfordshire, Bucks., Berks.,
Herts., Essex, Middlesex, Surrey
Kent, Sussex, Hants., Dorset
S. Wilts.

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ROYAL RUBY REPRESENTATIVES.

PRICES

Royal Ruby Cycles and Motor-Cycles.

CYCLES.

		£	s.	d.
Model No. 1. Gent's Model de Luxe	Registered frame, oilbath gearcase, 3-speed gear, lined leaf gold, Dunlop tyres, Brooks B. 75	17	17	0
Model No. 2. Lady's Model de Luxe	Registered frame, oilbath gearcase, 3-speed gear, lined leaf gold, Dunlop tyres, Brooks B. 75	17	17	0
Model No. 3. Gent's All Weather	Registered frame, Eadie Coaster hub, oilbath gearcase, Dunlop tyres, Brooks B. 75, all weather finish, with splash guard	15	15	0
Model No. 4. Lady's All Weather	Registered frame, Eadie Coaster hub, oilbath gearcase, Dunlop tyres, Brooks B. 75, all weather finish, with splash guard	15	15	0
Model No. 5. Gent's Special	Registered frame, Brooks B. 75, Dunlop tyres, lined green and straw	13	13	0
Model No. 6. Lady's Special	Registered frame, Brooks B. 75, Dunlop tyres, oilbath gearcase, lined green and straw	14	5	6
Model No. 7. Gent's Standard 3-speed.	Specification similar to Standard, but lined single green and straw centre line, S.A. or B.S.A. 3-speed	12	12	0
Model No. 8. Lady's Standard 3-speed.	Specification as Standard, but lined single green with straw centre line, S.A. or B.S.A. 3-speed handlebar control, metal gearcase	13	6	0
Model No. 9. Gent's Standard Roadster.	Specification as at present, Warwick tyres, single red line...	10	10	0
Model No. 11. Lady's Standard Roadster.	Specification as at present, Warwick tyres, single red line, metal gearcase	11	0	0
Model No. 12. Road Racer	Specification as at present, N.R. upturned bars, single red line	10	10	0
Model No. 13. Racer	Parallel top rail, North Road or Continental bars, no brakes or guards, fixed wheel, quick release for rear hub, Constrictor tyres, wood rims, narrow tread	14	14	0
Model No. 14. Tradesmen's Carrier	Strongly built like G.P.O. machine, tandem fork and hubs, carrier tyres, 22-in. frame, 26-in. wheels, carrier built into frame, basket and name plate (lettering extra)	14	14	0
Model No. 15. Boy's Juvenile	Specification as at present, Warwick tyres	10	0	0
Model No. 16. Girl's Juvenile	Specification as at present, Warwick tyres	10	10	0

CYCLE EXTRAS.

	£	s.	d.
Dunlop Tyres to Standard Models	0	5	6
Oilbath Gearcase , where not included in Specification	1	5	0
Eadie Coaster Hub , where not included in Specification	0	10	6
Three Speed Gear , where not included in Specification	1	13	0
Brooks B. 75 Saddle to Standard Models	0	12	6

MOTOR-CYCLES.

	£	s.	d.
2½ h.p. (349 c.c.) Sports Model	70	0	0
2½ h.p. Touring Model	72	10	0
3 h.p. (375 c.c.) Spring Frame Solo	90	0	0
2½ h.p. (349 c.c.) Sports Combination 3-speed gear	95	0	0
3 h.p. (375 c.c.) Lightweight Touring Combination 3-speed gear, rigid frame	105	0	0
8 h.p. Spring Frame Combination, complete with windscreen and spare wheel	185	0	0
Lucas Electric Lighting Set, extra	22	10	0

All previous prices are hereby cancelled.

THE RUBY CYCLE CO., LTD., Altrincham, near Manchester.

Depot and Showrooms ... **162, Deansgate, Manchester.**