



Mr. Kenneth Alvey and his son Jack take an Alvey reel from the store to demonstrate its fine finish and beautiful wood



Ted Embery, son-in-law of Mr. Alvey, is also in the business. He too is a keen fisherman and merges his hobby with his job

## LET'S GO FISHING

*In a factory beautifully located on the shady banks of the Brisbane River and within a few miles of the city a jolly family team assisted by a few chosen workers make the well-known Alvey fishing reels. This is a story of people happy in their work.*

**C**HARLES ALVEY, a keen estuary fisherman himself, began his business with his son Ken in 1920 in a factory only 20 x 12 feet. Now Ken has the assistance of his son Jack and son-in-law Ted Embery, and they work in a factory grown to twenty times its original size.

By choice they would all go fishing whenever the weather is suitable—they have one boat moored by the factory and another at Jumpinpin on Stradbroke Island—but as they have to earn a living, they practise a trade as near to their hearts as possible.

Not only are the reels famous in Queensland, they can be found among fishermen's gear all over Australia and beyond. Individually packed in light cartons, dozen or gross lots contained in heavier cartons travel to all Australian States on A.N.A. aircraft. The reels are also air freighted to New Zealand.

Mr. Alvey is enthusiastic about air transportation with its benefits of speed, reliable service, and small amount of packing necessary for protection.

"Air freight," says Mr. Alvey, "enables supplies to be kept up to the retailers. If it weren't for this method of fast and reliable freighting, it would be difficult for me to compete with southern manufacturers".

In this factory with its pleasant smell of wood and its whirring busy sounds, these fine-quality reels are fashioned from simple raw materials—wood or plastic and brass.

Camphor laurel, silky oak, cedar and maple are bought in bulk. On a lathe round pieces are cut to the desired shape and size of the barrels. Grooves are then put in, and finally the wood is varnished to protect it and to bring up the beautiful grain. The particular woods are chosen for appearance, strength, lightness and balance.

A different style of barrel is made out of plastic, moulded by heat and pressure to the desired shape and size. The powdered plastic is placed in the mould which is electrically heated, and a pressure of 2 tons per square inch is applied, the whole process taking about 1 minute. The winding handles are made by a similar method in a differently shaped mould.

Small brass parts for the reel are cut on an automatic lathe. The machine is designed to make all the different pieces, variation in setting being all that is required from the operator.

Assembly of the parts is a simple job because the parts are accurately made. When assembled,



Road to the airport crosses Breakfast Creek, a safe anchorage for fishing boats. Nearby is Newstead House, now a historical museum

**B**BRISBANE has a playground as lovely as any other in Australia. It is the broad, sun-glinting Brisbane River whose brown waters wind around Brisbane's hills before travelling another 15 miles to merge with the blue sea in Moreton Bay. Every week-end the river is transformed with a spate of little boats of all shapes and sizes heading away from their week-day moorings for their favourite fishing places. Many are bound for Moreton Bay, where the islands and sheltered bays along the mainland's shore provide ideal fishing grounds. On the way they pass by the wharves with their freighters and liners, past pleasant suburbs and spacious factory areas, bound for the wide blue Bay and a week-end's peace and content.

the reel is then thoroughly checked, packed and it is ready for despatch.

Alvey reels have a famous past. At Downey Park, Brisbane, in 1954, Mr. Allan Gynther, captain of the Queensland casting team, made a world record for level line cast of 164 yards using a 13 lb. line and 4 oz. sinker on a standard model Alvey 5-inch Club Trophy Special reel. The reels have also proved themselves to the satisfaction of scores of fishermen both professional and amateur, who prefer to use them. There must be something in the fact that they are made by fishermen who enjoy their trade and who take pride in manufacturing a fine product.

*By M. Maitland*

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IN NEWSTEAD PARK, where Breakfast Creek joins Brisbane River, the people of Brisbane have built a column in memory of U.S. troops who came to Australia's aid in her hour of need.