

## *The Story Of Alvey*

*The Alvey reel is accepted today throughout Australia, and in many overseas countries, as the most reliable, efficient reel marketed. It has gained this popularity wholly on a faultless performance in the angling field. In competition fishing, where gear must be reliable, often under very adverse conditions, users of the Alvey built such an impressive record of championship wins that the superiority of the reel soon became well established.*

*To trace back the history of production, we must look back to the year 1920, when an English migrant, Charles Alvey saw the need for a fishing reel that was easy to use, easy to cast, simple to maintain, and solidly constructed to give many years of trouble free angling.*

*Working on the basic principle of the Scottish Mallock reel, he designed a reel which allow the body of the reel to be turned sideways when casting, allowing the line to strip freely from the edge of a specially shaped spool. This took away the problem of backlash and overrun common to users of the multiplying type of reel.*

*When the reel was returned to the fishing position, it afforded the best positive direct rewind of the centrepin reel, which only lost favour because of difficulty in casting.*

*So the Alvey reel came into being, combining easy casting and forceful rewinding. While it was revolutionary in its early stages, anglers came to recognize the advantages of using this type of reel.*

*The original factory, if it could be so called, was a small shed, without electric power, where by using a treadle lathe, Charles Alvey painstakingly produced about twenty reels per week. His work was so meticulous that anglers called the Alvey, "The reel you could not wear out".*

*By 1923 the demand had become so great that Charles Alvey's son Ken, a qualified pattern maker and draftsman, joined the business and a partnership was formed. Together they steered the company into the 30's pouring all available profits back into new machinery, and taking on more staff to increase production. By this time about 25,000 reels were being produced annually.*

*The year 1939 brought the second world war, and an abrupt halt to Alvey production. Machinery was converted to assist the war effort by producing vehicle and aircraft components which were to be so essential over the next six year period.*

*It was not until 1945 that efforts could be turned again to the manufacture of fishing reels. Also in 1945 Charles Alvey passed away, leaving behind a devoted family to carry on the business that he had lived for.*

*Jack Alvey, ken's son, joined the firm in 1946 after obtaining his qualifications with a local engineering works. Jack was also a keen fisherman and champion distance caster and was able to further the strong liason already established between the firm, and many of the top anglers of the day.*

*This association kept Alveys in touch with the ever changing trends, and brought about quite a few modifications to the reel which were suggested by the end users.*

*In return the Alvey company always has maintained a strong involvement in the promotion of the sport of Angling, giving support to the National, State and Divisional organisations, as well as individual clubs and such projects as the Junior Anglers Association.*

*The post wa<sup>R</sup>s demand for the product became a constant battle to cope with necessary production. Buildings were erected, new machinery installed, and every available space was utilised.*

*Even with a staff of fifty people, many hours of overtime were worked, automative machinery introduced, and methods of production became more streamlined. By this time, overseas orders were starting to come in, adding further pressure to the local requirements.*

*In the early 1970 years it became an absolute necessity that some future plans be made to move to larger premises, as no further expansion could be made at the St. Lucia factory.*

*Ken Alvey died in 1973 after leading a full and successful life. He was at least spared the auguish and heartache when the disastrous flood early in 1974 caused havoc in Brisbane, and our factory area suffered severe damage. A lot of effort had to be applied to allow manufacture to recommence two months later. This temporary set back caused a delay to any expansion plans, but they were not to be overlooked.*

*Around this time, Bruce the eldest son of Jack Alvey, had completed an Engineering course and had joined the company. Once again the father and son image had been re-established.*

*By 1976 the initial design for new factory and office premises appeared on the drawing board. From this point many months of consideration were given to the layout of all machinery to achieve optimum efficiency.*

*Early in 1978 the dream started to become a reality when land was acquired in the Industrial estate at Carole Park, and tenders were called for construction.*

*From this point things seemed to happen very quickly, and by September the building had been completed and the major shift had been accomplished.*

*1987 saw a major expansion of the Carole Park plant taking the buildings to the maximum size allowed on the area of land.*

*Plastic injection moulding machines were installed, and a new range of products using the latest technology started to emerge.*

*This machinery allows the latest fibreglass, carbon and graphite materials to be utilized in the manufacture of the Alvey reels. With the purchase of the tooling for the fishing tackle items in the "Capstan" range of products, Alvey became fully involved with the production and marketing of a wide range of fishing accessories such as hand casters, bait traps, bait buckets, tackle boxes, etc.etc. This list will continue to expand in the future as we provide the anglers of Australia and around the world with value for money functional reliable products.*

*1988 Jack's youngest son, Glenn joined the company bringing with him computer management and administration skills.*

*1990 saw the Alvey company acquire the property next to them on the industrial estate to ensure the companies expansion in the future is never held back by the lack of space.*

*Today Jack, Bruce and Glenn carry on the name that has been synonymous with fishing in Australia for the last 70 years - - - ALVEY.*