



ESTABLISHED IN BRISBANE IN 1920.

Although probably one out of every three Australians has fished with an Alvey reel at some time or other, very few realise that their reel is the product of over 50 years of planning, experimentation and production. We would like to take the time to outline some of the interesting and amazing facts that combine to form the "History of the Alvey Reel".

Charles Alvey, a painter by trade, migrated from Birmingham, England in 1910 at the age of 45. His ambitious nature and resourcefulness had brought him to Australia seeking a new life for himself and his family. His ability to adapt to change led him through such diversified trades as engineering and coach building, and after four years of saving, the family purchased a block of land on the river bank at St. Lucia, Brisbane upon which he would build their home, and later, his business.

As an ardent fisherman, it had always been his ambition to manufacture a fishing reel that would give real and lasting pleasure to all his fellow fishermen, and in 1920 his dream began to take shape. The firm of Charles Alvey was registered, and in a "factory" 20ft. by 12 ft, one man and a basic treadle lathe started what was to become a by-word among fishermen both in Australia and Overseas.

In 1923, Ken Alvey, Charles's son and a qualified pattern maker and draughtsman gave up his job to assist his father in the business. By 1937 a partnership was formed in the Firm (now Charles Alvey & Son) and with a staff of nine the production of reels had risen from an original 20 per week to approximately 20,000 per annum.

1939 brought the second World War and an abrupt halt to Alvey production. Machinery was converted to produce aircraft parts and vehicle components, and it wasn't until 1945 that efforts could again be channelled into the production of fishing reels. It was in 1945 also that Charles Alvey passed away, leaving behind him a devoted and loyal family to carry on the dream he had lived for.

After becoming a qualified Fitter and Turner, grandson Jack Alvey joined the Firm in 1946. During the next 10 years, he and Ken drew plans to build new factory buildings, and by pouring every available dollar into new machinery, had increased production to 35,000 reels per annum.

Ken Alvey died in 1973 after leading a full and successful life and was spared the anguish and heartache when our factory was covered by flood waters in 1974.

To-day the Company still enjoys increasing business, both at home and abroad, producing in excess of 120,000 reels per annum, and Jack's son Bruce has joined him at the 'helm' to play his part in the "History of the Alvey Reel".

\*\*\*\*\*