

New Raleigh factory opened by Lord Montgomery

Over 3,000 trade guests: "Milestone in company's history"
Exports 70 per cent: Confidence in bicycle's future

"ONE of the largest industrial developments since the war," was how George Wilson, chairman and managing director of Raleigh Industries Ltd., spoke of the No. 3 factory (described in the last issue of the *Trader*, pages 290 and 291), which was officially opened by Field-Marshal Viscount Montgomery, on September 11 at Nottingham. Over 3,000 guests—including a large number of home retailers and overseas representatives—were present, together with many of the 7,000 workpeople employed by Raleigh. Executives from leading companies in the cycle industry also travelled to Nottingham for the occasion.

Dealers began to arrive early on Wednesday morning, and saw special stands devoted to 1958 models in the Raleigh ranges, including BSA. Additionally, there was a display of Sturmev-Archer hub gears and Dynohub hub-lighting equipment. The new factory will be primarily concerned with the manufacture of Sturmev-Archer lines.

Travel facilities arranged by Raleigh included a special train from St. Pancras, and a fleet of 'buses to convey the dealers to the new factory when they arrived in Nottingham. Traders were taken on tours of the new 20-acre extensions and also of the one-acre service department that has just been completed.

In his address of welcome, Mr. Wilson said, "I extend the warmest possible welcome to the Field Marshal and to the Lord Mayor and the Sheriff of Nottingham and their ladies."

FIGHTING A BATTLE

Mr. Wilson commented, "Just as you believed in the importance of the individual soldier, so we, who are fighting our own economic battles for the vital exports of this country, believe in the importance of the individual worker, and as far as it is possible in a large industrial undertaking, we keep them in the picture by letting them know of the company's problems.

"No. 3 Factory that you have officially opened today covers an area of no fewer than 20 acres, built and equipped at a cost of over £5,000,000. This marks the most important milestone yet in the 60 years history of our company. It represents an increase of 50 per cent of our existing 40-acre factory, bringing our total factory area to approximately 60 acres, by far the largest and most modern cycle factory in the world. We are installing in this new factory the most modern plant and equipment, including special machines using the latest techniques, and all processes are being mechanized as far as can be done at the present time. I am sure that this very substantial extension to our works will enable us to cater adequately for our future development.

"Today, we are exporting approximately 70 per cent of our total output, which is going

to all the principal markets of the world. Where economic nationalism has forced us to manufacture abroad, we have not hesitated to do so, and today we have factories operated by our subsidiary and associated companies in India, South Africa and Ireland, and further manufacturing developments abroad are at present under consideration. We have trading companies in East Africa, Canada, the USA and Holland."

A YOUNG TOURIST

After expressing his pleasure at the reception provided by Raleigh, Lord Montgomery spoke of the cheapness and convenience of the bicycle, and said that when he was young he went on cycle tours.

There was also an economic aspect: Raleigh, by exporting machines, helped British trade as a whole. Raleigh progress since the war had been outstanding. The company made over one million bicycles and two million gears

RODE FROM TAUNTON DENE

One cycle dealer—at least—travelled to Nottingham by bicycle for the opening of the No. 3 Raleigh factory. He was Ralph Colman, of Taunton, who took two days for the 187 miles, staying at Cheltenham for one night. Forty-seven year old Mr. Colman rode a Rudge Grand Prix model.

a year. Raleigh was the premier firm of cycle manufacturers in the world.

Lord Montgomery compared civilian life in industry with Army procedure, saying that the management were generals and the foremen junior officers, while those on detailed work at the benches were the soldiers. If plans were understood all along the line—and in both directions—there was harmony and efficient working.

He appealed to industry generally for a human approach: "Those in control must learn that bottled-up in men are great emotional

New Raleigh factory—Cont.

forces. These must have an outlet which warms the heart and excites the imagination."

Lord Montgomery wished Raleigh every success in the years to come. He agreed to join the Raleigh Half Century Club as an honorary member.

GROUPS OF DEALERS

At a luncheon provided for the guests in the gaily-decorated new factory, dealers from all parts of Britain sat in topographically indicated groups. Chief feature of the gathering was the presentation to Lord Montgomery of a ceremonial key. Warm tributes were also paid by George Wilson to Husband and Co. Ltd., and Thomas Bow Ltd., planners and builders respectively of the No. 3 factory. He also thanked Geoffrey King, of Raleigh, for his work in organising the opening.

Lord Montgomery accepted further personal gifts of china and of a Raleigh juvenile tricycle (the latter for his four-year-old grandson).

When Lord Montgomery again spoke, it was to thank all who had helped to make the day so memorable. He commented with sober confidence on the European situation, and remarked that so long as Britain remained strong, she had nothing to fear.

LIGHTWEIGHT CYCLE LINES IMPORTED BY RSI

The imported lines of RSI (Cycles and Motors) Ltd., of 695-7 Wandsworth Road, London, S.W.8 (MACaulay 1670) for 1958 include handlebar-bends and stems, chainwheels and cranks, dynamo lighting-sets, goggles (motor-cycle), head-fittings, hubs, brakes, toe-straps, tubulars, inflators, rims and lug-sets, as well as Simplex gears and Stronglite specialities.

The bends offered are in steel or duralumin at prices from 12s. 6d. upwards, the stems Pivo with 3 or 4 in. extension at 16s. 6d., the chainwheel sets Stronglite or Magistroni, the dynamo-sets Aurelia, at £1 19s. 6d. or £1 12s. 7d., the goggles Slalom at prices from 12s. 6d., the hubs FB and Exceltoo with large or small flanges (and with quick-releases if required), Lam brakes at £1 15s. 0d. a pair, Leducq toe-straps at 5s. 11d. a pair, Omnium road open-sided tubulars at £1 17s. 6d., Ad Hoc inflators, Mavic sprint rims at £3 3s. 9d., and Nervex lug-sets and other frame-fittings.

An additional refinement by RSI for Stronglite is that separate chainwheels and sets of two cranks are now being packed individually in stout cardboard boxes, bearing on their outer edges full particulars of the contents.

A general price-list is obtainable from the address given in the first paragraph, but retailers are advised that supplies may be obtained through wholesalers.

Proposing the toast of the guests, Sir Harold Bowden, Raleigh president, told of his pleasure at attending another official opening of extensions, only five years after the previous ceremony performed by HRH the Duke of Edinburgh. He especially welcomed the many cycle retailers present, and made particular mention of the president of the Industries' Association, T. J. Boulstridge; the NA president, W. Shephard; Dunlop managing director, G. E. Beharrell; and Brooks' managing director, H. B. Yates; and four Members of Parliament.

In his response, the Lord Mayor, Alderman W. Hickling, vouchsafed that the Raleigh business had been built on quality and was a leading part of the life of Nottingham. He congratulated Raleigh on the steps that the company had taken to keep ahead.

Trade respondent was George Moss, the Preston retailer and NA pioneer. He said (amid applause) that dealers thanked Sir Harold Bowden for his confidence in them—it was a pleasure to see him looking so well, so fit, and so young. Some people were again asking: Has the bicycle had its day? Surely the complete answer was what dealers had seen that morning—vast sums of money being spent by Raleigh and Sturmey-Archer on additional premises. This was a message of confidence in the bicycle and in the future. Finally, Mr. Moss said that Raleigh in all its dealings was animated by the true family spirit.

No cheque endorsements after October 17

A practice which in the course of very many years has become almost "second nature" in business and among private persons will be ended next month by an Act of Parliament.

The measure is the Cheques Act, 1957, and the practice, the endorsement of cheques.

News of a probable change was given in these pages some time ago, when, owing to the widespread interest aroused by a private member's bill, a Parliamentary Committee (the Mocatto Committee) was set up to examine all aspects of the cheque-endorsement position.

The new Act follows the main lines of the Committee's recommendations, and as from October 17, therefore, the endorsement of cheques (and of other orders for the payment of money) will no longer be a requirement of the law: The banks' normal marking and stamping will act as, and have the value of, endorsement.

By far the greater number of cheques are paid directly into the payee's account, and the new rule will save all concerned a great deal of time and labour.

The new Act gives the banks the necessary protection from liability for conversion in dealing with cheques for people who have no title to them. It may, however, be necessary for the banks themselves to impose regulations requiring the payee's signature on cheques paid over the counter and on those negotiated, and also respecting receipts on the backs of cheques.

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