

The

Raligram

Published by RALEIGH INDUSTRIES LIMITED · NOTTINGHAM · ENGLAND



A JOURNAL COVERING THE COMPANY'S
ACTIVITIES THROUGHOUT THE WORLD, AND
INCORPORATING THE AFFAIRS OF
THE RALEIGH ATHLETIC CLUB

SOUVENIR ISSUE

September 1957
volume 1 number 6
(new series)



AN AERIAL VIEW OF THE RALEIGH FACTORY AT NOTTINGHAM,
THE WORLD'S LARGEST AND MOST MODERN CYCLE PLANT.



RALEIGH
INDUSTRIES
LIMITED
NOTTINGHAM · ENGLAND



RALIGRAM

THE HOUSE MAGAZINE OF RALEIGH INDUSTRIES LTD.

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THE ROBIN HOOD CYCLE CO. LTD.
TRIUMPH CYCLE COMPANY LTD.
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B.S.A. CYCLES LIMITED
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SUNBEAM CYCLES LIMITED
THE EADIE MFG. CO. LIMITED

Edited by JIMMY FINDLAY

SEPTEMBER 1957

VOL. 1 No. 6 (NEW SERIES)

The Raligram contains news and views of Raleigh Industries Limited and its main operating companies. It is published quarterly for the interest and information of all employees of the organization and for dealers and distributors throughout the world. News items and contributions are invited and should be sent direct to the editor at Nottingham. All material in this journal may be reproduced in part or in whole or translated into any language without fee or acknowledgment

A MESSAGE FROM THE CHAIRMAN

I FEEL sure that this souvenir issue of the Raligram will be of special interest, not only to those who attended the official opening of our No. 3 factory by Field-Marshal Viscount Montgomery, but to all our thousands of dealer and distributor friends throughout the world. The entire issue has been devoted to a pictorial account of the function and I have no doubt that large numbers of readers will treasure this as a permanent memento of a happy and important occasion.

It is a matter of much satisfaction to everyone in our organization to know that we are now back on a five day week, and in certain departments overtime. Our prospects at the present time are good and I trust that this situation will obtain for some time to come. The acquisition of the pedal cycle interests of B.S.A. have materially contributed to this position. B.S.A. cycles are now being produced in Nottingham and we shall shortly be closing down the Waverley Works in Birmingham.

It was a matter of much satisfaction to

us that no less than 3,000 dealer friends from home and overseas attended this function, demonstrating very adequately their enthusiasm and loyalty to the company. Our employees were invited to attend the opening ceremony, and it is estimated that the Field-Marshal's speech was heard by well over 9,000 people.

I should like to place on record my very sincere and grateful thanks to Mr. Geoffrey King and his hard working committee, and to all those willing men and women of the company who have not spared themselves in carrying through the vast amount of work in organizing what was certainly the largest function this company has ever tackled. I know that the knowledge of the measure of success achieved is to them adequate reward for their work and effort.

May I express once more my sincere thanks to Field-Marshal Viscount Montgomery for giving up his valuable time to come and open our No. 3 factory—a most memorable day in the history of the Raleigh company.



A MEMORABLE DATE

FIELD-MARSHAL VISCOUNT MONTGOMERY OPENS A NEW
£5,000,000 FACTORY EXTENSION IN NOTTINGHAM

TEN thousand employees and guests witnessed the official opening of our new twenty-acre factory by Field-Marshal Viscount Montgomery on September 11th, 1957.

The Field-Marshal arrived at head office at 11.30 a.m. when he was received by our chairman and managing director, Mr. George Wilson, and Mrs. Wilson, president Sir Harold Bowden and Lady Bowden and Civic Dignitaries.

After this reception, Viscount Montgomery travelled in a "jeep" to the new factory. On arrival there he inspected a Guard of Honour (commanded by Lieut.-Col. G. W. Dawes) and also the band of the Royal Warwickshire Regiment. Our chairman then handed the Field-Marshal a silver key with which he opened the door of the new factory.

The official party then made their way to a section of the factory which had been specially decorated for the occasion and

took their seats on the platform. Before calling on Viscount Montgomery to address the gathering, Mr. George Wilson said:

THE CHAIRMAN'S WELCOME

"I am sure it would be the wish of everyone that we extend the warmest possible welcome to the Field-Marshal for giving up his valuable time to be with us today to open our No. 3 Factory, one of the largest industrial developments in this country since the war. We are also privileged to have with us the Lord Mayor and the Sheriff of Nottingham and their Ladies, the Town Clerk and other Civic Heads, to whom we extend a very hearty welcome.

No-one has a more busy life and no-one is more in demand in these days than the distinguished Field-Marshal, and we are honoured and gratified by the presence here today of one of the very great figures in contemporary military history.

Almost 50 years ago Bernard Montgomery

was posted as a Lieutenant to the Royal Warwickshire Regiment. What success, what experience, and what service has been crammed into those fifty years!

You, Sir, who believe so much in service, will, I am sure, be interested to know that we have 57 members of our own Half-Century-Club—men and women—most of whom are here today, who have loyally and faithfully served this company for fifty years and over. What a thrill it would be for them today if they could elect you as an honorary member of their club.

Just as you, Sir, when you won those memorable battles that have made such a proud chapter in British history, 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 by contact with them through the usual trade union channels, our house magazine the "Raligram," and, once a year at Christmas, by a personal talk when we can explain more adequately the difficulties facing our company.

I am glad to be able to tell you that the personal relationship between management and workpeople is on a basis of confidence

and goodwill, so important in any industrial undertaking today.

We are fully alive to our obligations to give our people every opportunity in the field of further education and of promoting them to positions of responsibility. We are great believers here in the growing of our own timber.

No. 3 Factory that you have officially opened today covers an area of no less 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.

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.

The Field-Marshal inspects the sixty-strong Guard of Honour—many of them had served under him in the Eighth Army



THE FIELD-MARSHAL ARRIVES



After the reception at head office, Field-Marshal Viscount Montgomery, accompanied by our chairman and managing director, Mr. George Wilson, arrives at No. 3 Factory to perform the official opening.

ABOUT THE NEW FACTORY

BUILT and equipped at a cost of £5,000,000, the No. 3 Factory will be used entirely for the manufacture of Sturmeys-Archer products. It is the most modern factory in the Midlands and one of the largest buildings to be erected in this country since the war.

The external brick walls of the building are faced with rustic facing bricks of pleasing colour and appearance.

Structurally, the building is based on a conventional steel girder framework, designed to allow maximum uninterrupted floor space in the huge shops. Despite the extremely light construction, made possible by the absence of upper storeys, no fewer than 4,000 tons of structural steel have gone into the erection.

Lateral spans of 110 feet separate the vertical wall stanchions—which means that in the two largest shops, each well over 200 feet wide, there has to be a row of intermediate stanchions down the middle of the floor to support the roofing trusses. Longitudinally the stanchions are 50 feet apart.

Floors throughout the building are of reinforced concrete covered with hardened and dust-proofed granolithic paving. Where necessary, as in the plating shop, they have been made acid-resistant by the use of special acid-resisting tiles resting on a membrane of acid-resisting asphalt.

Several features of especially up-to-date design have been incorporated in the planning and layout of the factory.

Perhaps the most remarkable of these is the system of under-floor ducts which carry electric cables, drainage, water, gas, steam, compressed air, and acetylene mains, as well as storm water and air extracted by the ventilating system to or from every part of the building. The three main ducts in this network are eight feet wide, nine feet deep, and run the entire third-of-a-mile length of the factory. Reinforced concrete has been used in their construction and allowance is made for easy access to all parts of their multitude of services.

The effluent basement is probably the largest of its kind in the country and, when the factory is in full production, will deal with 460,000 gallons of effluent waste a day, the equivalent of the sewage produced by a small town. The entire basement is tanked with asphalt and the factory floor above is supported by columns placed at intervals of 25 feet.

Every consideration has been given to the comfort of the men and women who will work in the new Raleigh No. 3 shops. Combined ventilation, heating and cooling is provided by the modern "plenum" system throughout the entire plant. Controlled fresh air, hot or cold according to seasonal conditions, is blown into the

The entrance to the new factory, specially decorated for the occasion





A view of the vast plating shop which will be fully automatic on completion

factory through high level ducts; a separate system of 48-inch extractor fans removes the stale air at floor level and disposes of it through the underground ducts. During extremely cold weather conditions the air within the factory can be partially recirculated for greater warmth. In the furnace rooms and hardening treatment plant fumes are extracted direct

from the plating tanks and equipment.

A maze of carefully sited lighting points ensures that under artificial lighting the factory will be as strongly and as evenly illuminated as by the overhead roof glazing during daylight.

Mechanical handling of materials and finished products has been provided for throughout the building. The lofty

Lofty reception and despatch docks, with 25 feet of overhead clearance, are fully served with overhead cranes





Some of the larger workshops cover an area of almost 100,000 square feet

operated. This department is also fully conveyORIZED for work movement.

In the adjacent parkerizing department rust-proofing is performed by the newest hydraulic controlled tipping basket plant supplied by Pyrene.

A completely equipped tool room supplies every department and production plant maintenance is covered by the same department.

There are three steel stores supplying forging, automatic and press respectively together with inter-departmental stores for other departments.

The flow of work through the factory is roughly in the form of a U, ultimately reaching the spacious and well-lit assembly department and then to finished stores, packing and despatch.

An aerial view of part of No. 3 Factory. The new self-contained service building is in the background



There is another point. Travel by bicycle is cheap, and families who would otherwise find it impossible to see other countries can get about in Europe. The more we see how other people live, the more we understand their point of view. And all that helps the unity of the Western World. Of course you can fly, or go in a train or motor car, but not everyone can afford to do that. Also, travelling that way makes you miss something of the real nature of the countries through which you are travelling. Riding a bicycle is not only cheaper; you can also see something of the country as you go along.

From the remarks just made by your chairman, it is clear to me that the progress of the Raleigh Company since the last war has been outstanding. You make well over one million bicycles and two million gears a year and you export well over 70% of them. You can have reached this splendid position only by turning out a high quality product backed by a sound trading position. In my travels I have learnt that the word 'Raleigh' is a household name in every country. When I was last in Africa I was told that the first choice of the young African is a Raleigh bicycle; his second choice is a wife. What his third choice is, I did not ask!

In all this tremendous achievement, I congratulate your company.

I was delighted to hear your chairman refer to the good relationships that exist between the management and those who work on the floor of the shop—a relationship based on mutual trust and confidence. I note that many are given further education at the company's expense, and are then promoted to positions of responsibility.



The Field-Marshal tries out a Raleigh bicycle. Mr. J. E. Harrison, home sales director (centre) and the chairman look on with approval

I am also glad to learn that leadership courses for foremen are now available. In my view it is essential that the utmost should be made of these facilities for the training in leadership and handling of men. Those in control must learn that bottled up in men are great emotional forces; these must have an outlet in a way which

Dealers and other visitors who sat down to lunch numbered almost 3,000





Above: Inspecting the Band of his own Regiment—The Royal Warwickshires



Above: Receiving the Raleigh tricycle for his four-year-old grandson

Below: Proudly displaying the ceremonial key presented to him after the official opening



warms the heart and excites the imagination. If the approach to the human problem is cold and impersonal, you achieve nothing. But if you can win the hearts of those who work for you, then the greatest achievements become possible. I have learnt in my military life that battles are won primarily in the hearts of men; it is surely the same in industry. The raw material of all industries is *Men*; win their hearts, and gain their trust and confidence, and all will be well. Particularly must it be proved to the workers that their best interests are safe in the hands of the management.

In the lives of us all, every privilege must be inseparably bound to a duty. This principle is the basis of all human relations. It applies equally to all levels—from the general down to the soldier, from the factory boss down to the worker at the bench. Once we depart from this principle, trouble arises.

I wish the Raleigh Company every success and prosperity in the years that lie ahead—success which by its enterprise and courage it so well deserves.

One last point. You said you have a Half Century Club—men and women who have served the Raleigh Company loyally and faithfully for fifty years or more. Next year I will have served fifty years in the British Army without a break—I hope also loyally and faithfully, but that is not for me to say. I am so impressed by what I have heard and seen here today that I would like to become an Honorary Member of your Half Century Club—if you deem me worthy of election."

THANKS FROM THE PRESIDENT

Our president, Sir Harold Bowden, expressing sincere thanks to Lord Montgomery, said he was sure everyone had been impressed and encouraged by his remarks, particularly the staff and work-people whose record of production was excellent, and hardly exceeded by any other factory in this country.

The new building would be devoted to the manufacture of Sturmey-Archer variable gears, brakes and "Dynohubs" which are becoming a standard fitment to bicycles in all parts of the world.

The directors and management were

delighted to have the support of so many of their friends for the occasion.

"We have a record number of loyal home dealers and representatives from overseas, the directors of British and continental importing houses and many members of our suppliers whose help and goodwill towards this company has meant a very great deal to us, and without which we could not exist."

THE TABLES ARE LAID

These speeches marked the end of the opening ceremony and were followed by a twenty minute interval to enable the platform party to view the displays of bicycles and Sturmey-Archer products. Whilst this inspection was taking place, nearly 3,000 guests made their way to the luncheon tables. Thanks to the detailed planning of the organizing committee, and the co-operation of the Raleigh stewards, this vast operation was carried out without a hitch. All Raleigh personnel who could not be accommodated at the luncheon tables were provided with a first-class buffet meal in a separate enclosure.

After a delightful luncheon, Mr. Wilson presented Lord Montgomery with the ceremonial key which was fashioned in the form of a sheathed paper knife, surmounted by the figure of Sir Walter Raleigh. In addition he presented him with a pair of Crown Derby bowls and a Raleigh tricycle for the Field-Marshal's four-year-old grandson.

Sir Harold Bowden then proposed a toast to our guests. The Lord Mayor of Nottingham, Alderman W. Hickling, replied and was ably supported by Mr. George Moss, of Preston, the well-known Raleigh cycle dealer, who spoke with his usual eloquence.

FACTORY TOUR

Guests were then invited to tour the factory prior to returning for tea and other refreshments at four o'clock.

The Field-Marshal also made an extensive tour of both the old and the new factories, including the new service building. He showed a keen interest in the different processes and obviously enjoyed talking to employees in the various shops.



Above and below: Obviously a popular figure with the Raleigh girls during his extensive tour of the factory. See letter on centre pages



Below: A preliminary talk at head office with the chairman (left) and the president Sir Harold Bowden



An aerial view of the entire plant covering 60 acres



The new factory appears in the centre foreground



FIELD-MARSHAL'S APPRECIATION

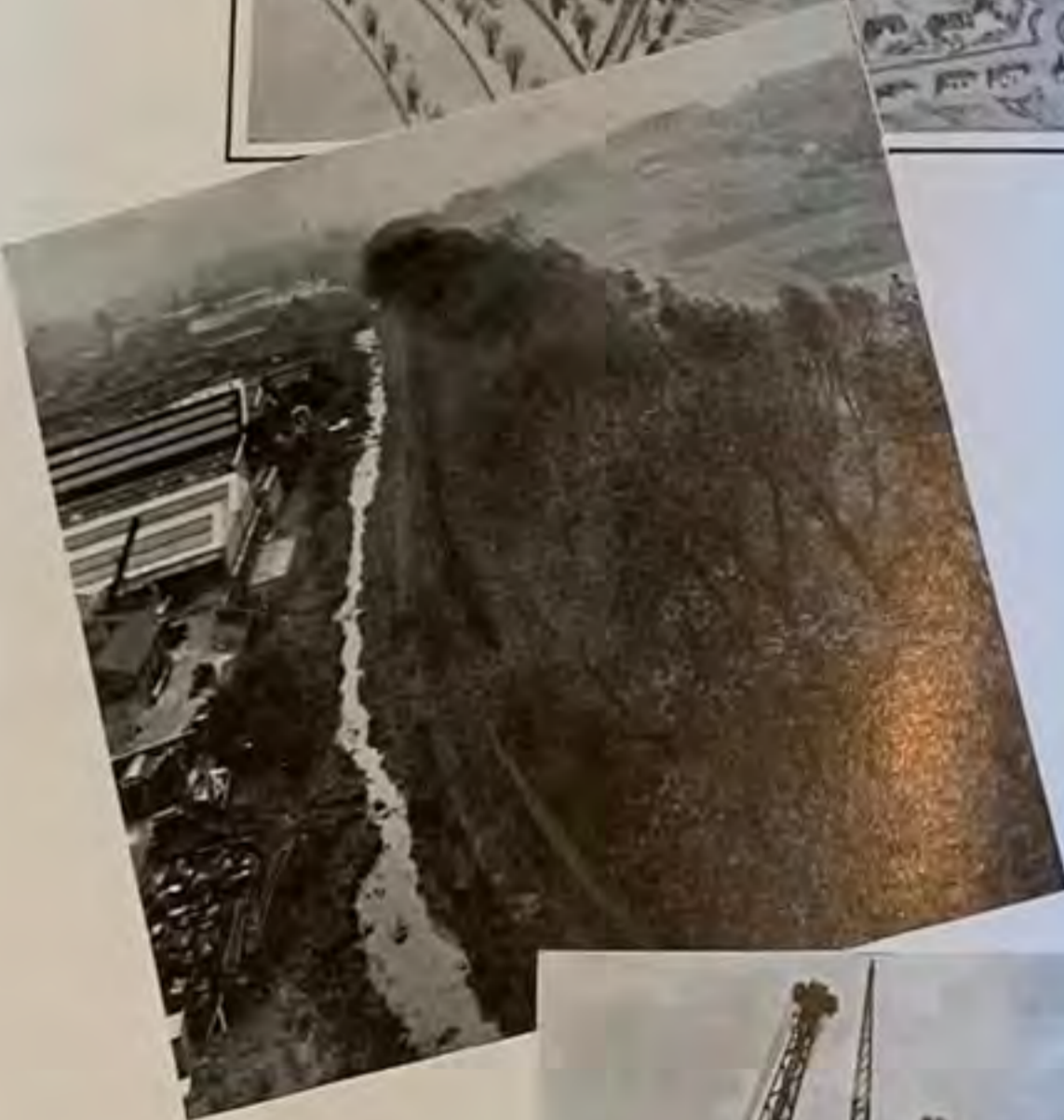
My dear Wilson,

I would like to thank you for a most enjoyable day at the Raleigh Works. It was a triumph of organization and I, personally, enjoyed every moment. Particularly did I enjoy going round the works and meeting the workers at their jobs—all with happy smiling faces.

And thank you for the gifts you gave me—the key, the Crown Derby vases, and the tricycle for my grandson. I have already written to tell him.

All good wishes to you and to all who work for the Raleigh Company.

Yours very sincerely,
Montgomery of Alamein.



Above: Part of the original building site as it looked in October 1955.

Right: Giant cranes erecting the structural steelwork—August 1956.



Above: Diverting and culverting the old Nottingham canal with six-foot diameter concrete pipes—March 1956.

Left: The building nears completion—August 1957.





Lord Montgomery and our chairman with Lt.-Col. G. W. Dawes (right), who commanded the Guard of Honour

When I, as President of our Trade Association in 1948, approached you, Sir, you were kind enough and interested enough to give your time to open our first post-war International Cycle and Motor Cycle Show at Earls Court. The outstanding personal success that you achieved at this opening gave me the courage to

approach you again to become our honoured guest today in a ceremony which will inaugurate the greatest development in my company's history. I feel most grateful to you, Sir, that your response to my request was as generous and as enthusiastic as it was when I approached you in 1948. This amply proves your great interest in the industrial welfare of our country.

May I say how very much our guests, our workpeople and our staff have looked forward to the pleasure of seeing you here today. It has been a memorable day for us all and I can assure you, Sir, that your presence here will be an incentive and an inspiration to everyone to ensure that this great undertaking will succeed and prosper.

May I now, Sir, ask you to address this distinguished gathering."

THE FIELD-MARSHAL'S REPLY

Following these remarks by our chairman and managing director, Field-Marshal Viscount Montgomery stepped to the microphone and addressed the gathering in these words:

"It is a real pleasure to be here today to open this new factory. And I was delighted to be received by a guard of honour of Raleigh Industries, so many of whom have been my comrades-in-arms, and to hear the Band of my Regiment playing on this occasion.

In my present job I travel all over the free world, and everywhere I go I see people of all nations riding Raleigh bicycles. This means that you are exporting your products. When you think of the number of people of all races and languages who are using your machines the total is staggering.

A section of the many thousands of visitors who listened to the speeches



was posted as a Lieutenant to the Royal Warwickshire Regiment. What success, what experience, and what service has been crammed into those fifty years!

You, Sir, who believe so much in service, will, I am sure, be interested to know that we have 57 members of our own Half-Century-Club—men and women—most of whom are here today, who have loyally and faithfully served this company for fifty years and over. What a thrill it would be for them today if they could elect you as an honorary member of their club.

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The Field-Marshal inspects the sixty-strong Guard of Honour—many of them had served under him in the Eighth Army



B.S.A. CYCLES LIMITED

PRODUCTION STARTS IN NOTTINGHAM

COINCIDING with the opening of the new factory, our plans to take over the pedal cycle interests of the Birmingham Small Arms Company have now been satisfactorily completed and production has already begun in Nottingham. Thus we add yet another famous mark to "the greatest names in cycling" and simultaneously welcome hundreds of new dealer friends into the Raleigh "family".

The Birmingham Small Arms Company first began the manufacture of bicycles in 1880. They got the idea from a Mr. Otto, who demonstrated his machine—a dicycle—by riding up and down the boardroom in front of the astonished directors. Afterwards, "he rode it down the stairs and off along the road at an alarming rate." As a result of this demonstration, B.S.A. made about 200 of these machines. In 1884, the company produced its first safety bicycle but, four years later, cycle manufacture was suspended in order to meet urgent orders for arms.

B.S.A. re-entered the cycle field in the early 90's with the production of cycle fittings which quickly became famous all over the world.

In 1907, the Eadie Manufacturing Company—makers of the Eadie Coaster

Hub—was acquired and in the following year B.S.A. again entered the market with a range of complete bicycles.

During both world wars, B.S.A. cycles played an important role. Hundreds of thousands of military and folding machines were supplied for the Armed Forces.

The Company acquired two further cycle concerns in 1943—Sunbeam Cycles Ltd. and New Hudson Ltd.

In 1952, B.S.A. entered the world of massed start cycle racing and won the team prize in the Tour of Britain—then acknowledged Britain's toughest road race—at the first attempt. The following year B.S.A. scored another success when Gordon (Tiny) Thomas, a member of the team captained by Bob Maitland, won the individual prize in the same event.

It was announced last May that Raleigh Industries had acquired the pedal cycle interests of this Birmingham firm together with the manufacturing rights. Therefore, from now onwards, these well-known bicycles will be manufactured in the world's largest and most modern cycle plant, thus ensuring continuity in the high standard of quality and finish which has been their heritage since the earliest days of cycle manufacture.

A cycling enthusiast, with his B.S.A. Tour of Britain sports model, examines the first "bicycle" ever made by B.S.A. It is the Otto Dicycle of 1880



A MINIATURE EARLS COURT

CYCLE DISPLAYS AT OPENING CEREMONY

UNDOUBTEDLY one of the greatest attractions for our visitors on September 11th was the display of bicycles and Sturmey-Archer products.

In addition to the Raleigh Industries and the Sturmey-Archer displays there was the B.S.A. stand, making its debut since we acquired that company last May.

But how many of these visitors were likely to guess all that had gone to achieve the appeal and glamour of such immaculate displays? They might think of the glass-polishing and floor-scrubbing; of the endless dusting and sweeping, of the back-breaking job of wiring-up hundreds of electric plugs.

All this they might think of, but they would hardly realize the patient planning

on the part of the show committee, or the ingenuity, dexterity, carpentry and painting which had gone on in the workshop of the Display Wizard; nor would they visualize the behind-the-scenes co-operation of a veritable army of what we may call auxiliary troops.

Planning for a London Cycle Show normally begins ten months before the opening date. Everything is discussed down to the minutest detail to ensure that there will be no hitch when the day arrives. But those who stopped to admire the stands on September 11th will be surprised to learn that the Raleigh staff had only four months in which to carry out all the planning and subsequent erection. Despite this hectic rush we feel sure our readers will agree that the displays maintained the very

The Raleigh stand gave an Earls Court atmosphere to No. 3 Factory





As always, the Sturmev-Archer display was artistic and immaculate

high standard that has always been associated with the name of Raleigh Industries.

There will be no Earls Court Show this year, as most of our readers will

know, and it was, therefore, very gratifying to be able to display our latest products to customers who kept our salesmen busy by placing many substantial orders.

B.S.A. made its first public appearance since the take-over last May



STURMEY ARCHER

... Serving Cyclists Everywhere.



VARIABLE GEARS



STURMEY
ARCHER



HEAD

complete



BUILT-IN LIGHTING

STURMEY
ARCHER



THE PRESENTATIONS

Presentations to Field-Marshal Viscount Montgomery included the ceremonial key with which he performed the official opening. This took the form of a sheathed paper knife surmounted by a figure of Sir Walter Raleigh. It was inscribed: "Presented to Field-Marshal The Viscount Montgomery of Alamein K.G., G.C.B., D.S.O., on the occasion of his opening the Raleigh Industries No. 3 Factory, 11th September 1957." He also received a pair of beautiful Crown Derby bowls as shown below.



