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TRIUMPH

UPHOLDING A NAME

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LONDON REPAIR DEPOT:	Hayden's Place, Portobello Road, Notting Hill, W.11
MANCHESTER	160-162 Deansgate
LEEDS	53 Vicar Lane
GLASGOW	14 Waterloo Street, C.2
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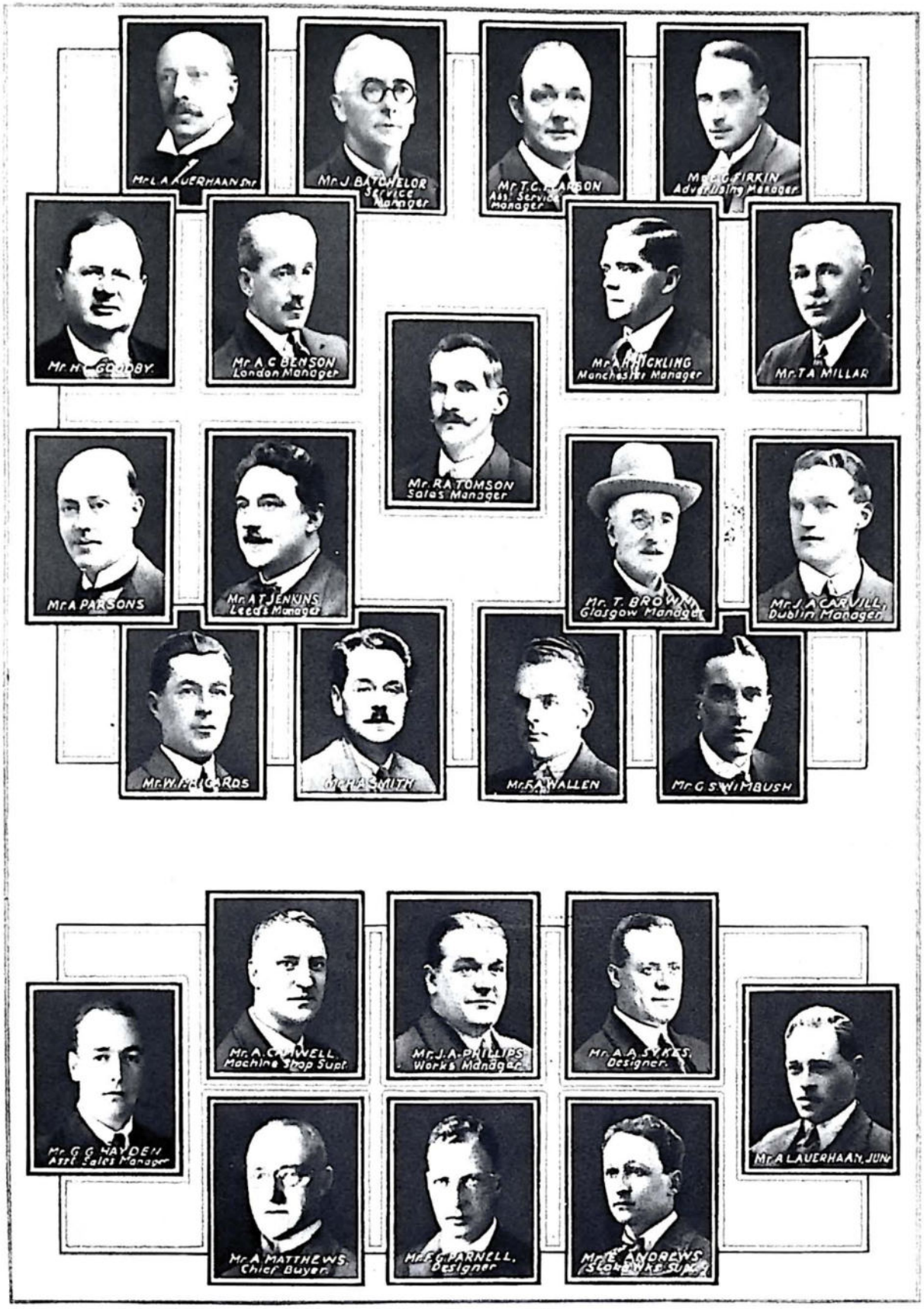

SOME OF THE STAFF

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E V O L U T I O N

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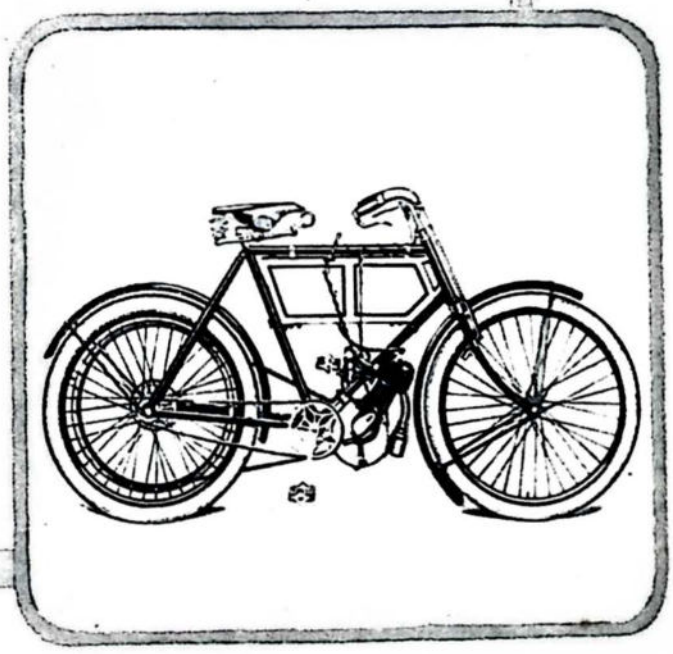
POLITICIANS often ask one what it was that Mr. Gladstone said in 1885. We know he did not say many of the sayings ascribed to him, but it would have been the whole truth if he had said, "In this year has been founded the Triumph Cycle Company, destined to carry British reputation and tradition to the four corners of the Globe."

The Triumph Cycle Company was in this year started under the title of S. Bettmann & Co., in a small office in London. Two years later Mr. Bettmann was joined by Mr. M. J. Schulte.

The Cycle was at the commencement of its popularity—and in 1888, with the introduction of the safety bicycle, these gentlemen, not wishing to be dependent upon the goodwill of other manufacturers, came to Coventry, and rented a small factory in order to satisfy, from their own works, the demand for a high-class machine. Thus we see that quality was, from the very first, the foundation stone on which the Triumph Company built its success.

In the late 'nineties the Directors of the Company conceived the idea of enlarging the scope of the business by the introduction of the motor cycle. It was a bold idea which was shared by many of their competitors, but we claim that it is to their patience and foresight, and their patience and foresight alone, that the motor cycle industry then prospered.

In 1902 the Triumph Cycle Company first listed a motor cycle, the



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EVOLUTION

motive power of which was supplied by a Minerva 2¼ h.p. engine—then the best obtainable. On this, however, the Company were determined to improve and in 1905, after deciding that perfection would be soonest attained by making the entire machine themselves, the first Triumph Motor Cycle, made throughout at the firm's own works, was introduced.

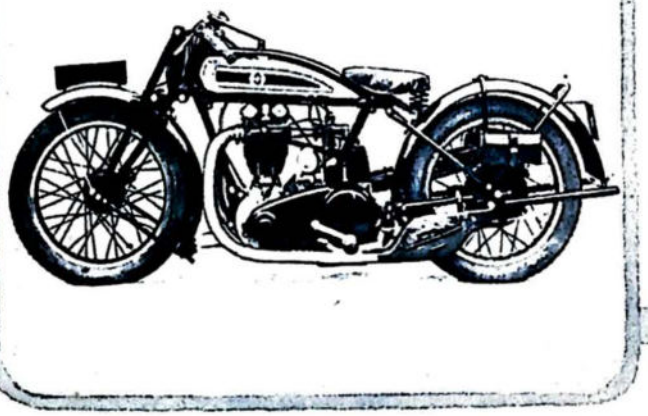
The large part played by the late Mr. Charles Hathaway in the design of this machine will always be remembered by those who knew him.

The success of the Triumph was instantaneous, and the output rose to over 500 machines in 1906, and to more than 3,000 in 1909, its popularity being increased by the fitting of a magneto and spring fork suspension in 1907. It was natural that a machine built to such high standards should earn for itself the name "Trusty."

The part played in every theatre of the great war by the Triumph Motor Cycle is well known to all who took part in the conflict. Nearly 30,000 motor cycles were supplied to the British army during the four years of war, and many thousands more were supplied to the armies of the Allies.

Large as the above figure may seem, this number now only approximates one year's output.

Such, in outline, is the history of the Triumph Cycle Co., Ltd.—THE PIONEERS OF THE BRITISH MOTOR CYCLE INDUSTRY.



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REVOLUTION

TRIUMPH

IN the year 1905 the Triumph Works manufactured about five machines per week, this number being adequate to cope with the demand.

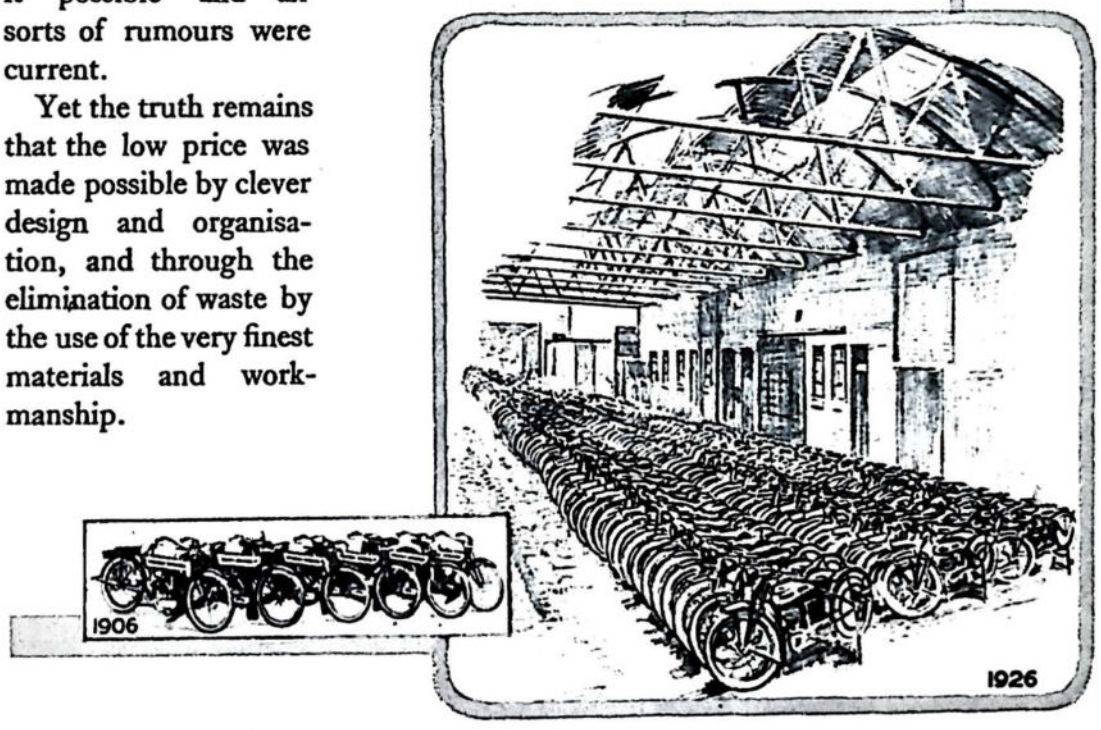
As a contrast, the works have recently been producing over 1,000 machines per week.

Food for reflection, but, even after realisation of the full meaning of these figures, the reader can only have but a slight idea of the great care in reorganisation necessary to make this vast production possible.

The step which led to the enormous demand which necessitated this production, was the most revolutionary move ever made by a member of the motor cycle industry. At the beginning of the 1925 season the Triumph Company placed on the market a 4.94 h.p. machine of Triumph quality and manufacture throughout, and incorporating every modern feature of design, to sell for £42 17s. 6d. The sensation caused when the price was officially announced at Olympia will not be readily forgotten.

The price of £42 17s. 6d. was more than 35 per cent. below that of a similar pre-war machine, and, even then, the new machine incorporated more up-to-date features. Some could not believe it possible and all sorts of rumours were current.

Yet the truth remains that the low price was made possible by clever design and organisation, and through the elimination of waste by the use of the very finest materials and workmanship.



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THE WORKS OF TO-DAY

IT must be obvious, even to the man in the street, that a works producing over 1,000 motor cycles per week, and doing it smoothly, must have a wonderful organisation.

After a tour of inspection we think you will agree that the Triumph Works, with their thoroughly up-to-date equipment and organisation, are veritably the perfect setting for modern engineering achievement.

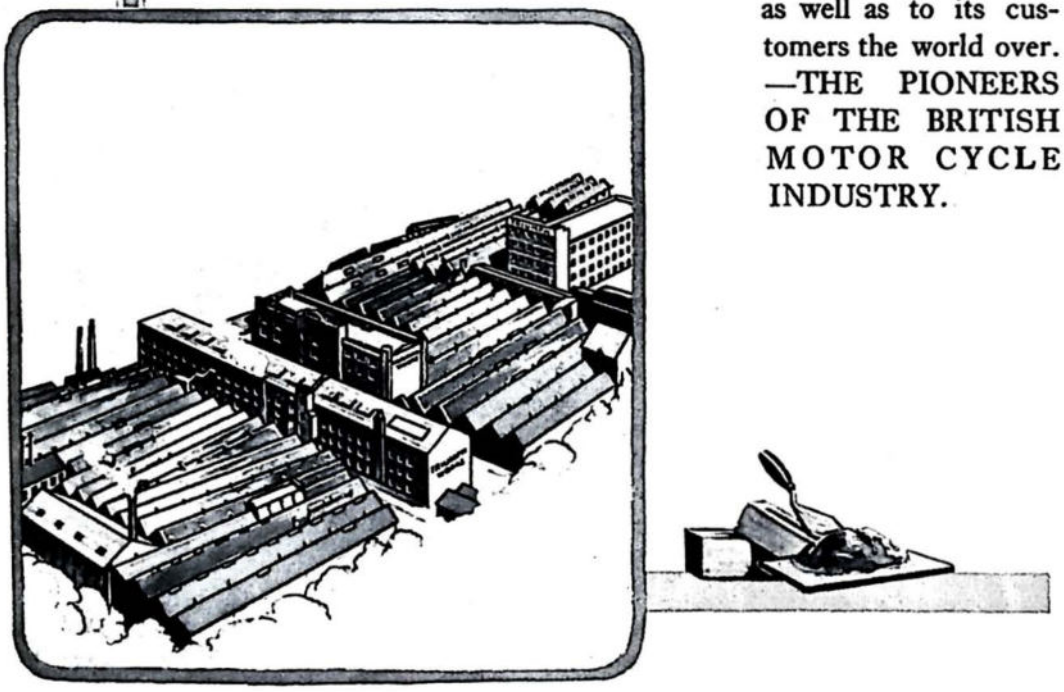
The only way to avoid waste is to have as one's slogan "perfection"—the men must be highly skilled and they must work on material worthy of their skill —poor or indifferent material wastes not only itself, but also the labour expended on it.

Perfection, therefore, is even more essential when production is in large quantities than when small, and the soundness of the Triumph Company's policy in choosing carefully both their men and their material is at once apparent.

The Triumph Works have nearly 500,000 square feet of floor space and they give direct employment to over 3,000 British workers.

The name Triumph bears its meaning of perfection to those who maintain it in its world-famed position of leadership as well as to its customers the world over.

—THE PIONEERS OF THE BRITISH MOTOR CYCLE INDUSTRY.



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SUPERLATIVE MATERIAL

TRIUMPH

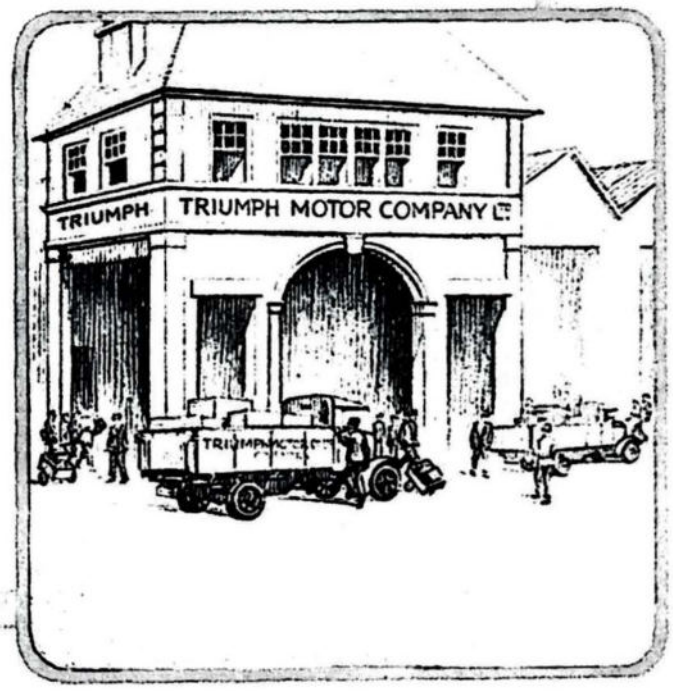
WE will start our tour at the receiving stores, and you won't be worried by anything too technical—why should you—the Triumph do that for you—but you will just see some of the ways they do it. The receiving stores—where everything comes in "in the rough" and halts for its pass before starting its voyage of adventure through the works. Sounds military? And it is—it has to be.

You cannot but be impressed at the atmosphere of orderly activity that displays itself here, and as lorry after lorry arrives full and goes empty away, one realises the vast quantity of material required to make over one thousand motor cycles a week.

Notice that building that stands on your left as you come in through the big gates? That's the sentry box guarding a great works; its inmates prevent undesirable alien things from entering.

In that building—known in the works as the "lab"—all materials are sampled and tested, and if they fail to give their pass-word with absolute precision, if their composition and capabilities are not exactly what they should be, they are refused admission—returned to those who supplied them with a polite request for an explanation and a new supply exactly to specification.

It is care and accuracy here that save trouble and waste in the works, for no material that is not absolutely above suspicion is ever allowed to pass this point.



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THE LABORATORY

HERE the scientists hold sway, and it is probable that you will find many things that will astonish you.

"As true as steel"—you have used the expression yourself—yet, when some of the instruments for testing steel are seen at their cruel work, the thought arises that the expression couldn't have carried your full meaning to anyone who had not seen these tests performed. To see these finest steel bars stretched and torn asunder makes one's thoughts become depressing—how weak is man without mechanical aid—why didn't the kitchen poker, a thing probably made from the poorest material—break when it hit the garden wall instead of its feline occupant.

To remember the mechanical aid, however, is to regain one's self-respect—brute force without brains never achieved anything of note.

You will also see the white-coated chemists, surrounded by the large array of test tubes and other paraphernalia of their science, carefully verifying the correct specification ensuring superlative material. As we leave the laboratory we pass the hardening shop and attention is immediately drawn to the centralised pyrometer control. A clever instrument this, telling us exactly the temperature of the parts in each of the twenty-eight furnaces, and enabled, by a clever electrical signalling device, to tell the men when the work is at the required temperature for quenching.

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ACCURATE MACHINING

TRIUMPH

IT'S but a short way to the works from here, and as we wend our way to the great machine shops we pause to glance through the doors of the cavernous main stores at the well-ordered shelves and bins, where lie the parts in the rough.

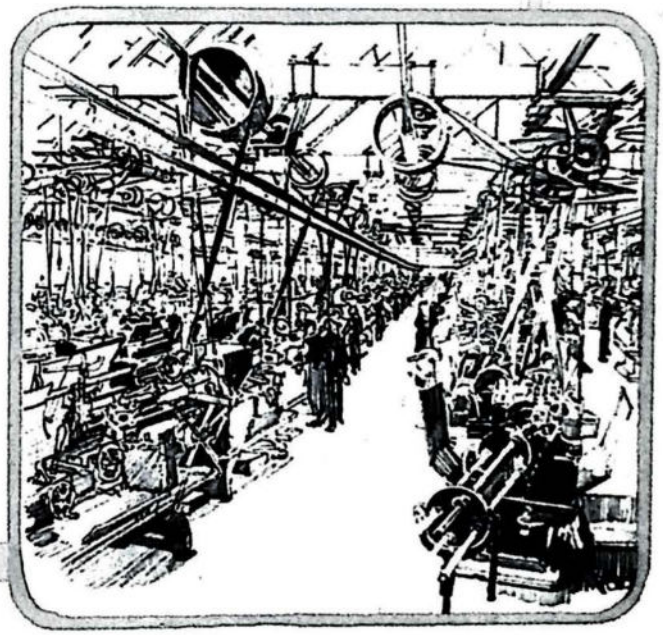
A machine shop. Your eyes glance up spell-bound at the maze of shafting, pulleys and belting, untiring in transmitting the needful power to the steel-eaters below.

Here's an interesting machine—commonplace enough—merely a gear cutter, but watch with what accuracy it forms the teeth on what will be a gear wheel when finished, and see the ample flow of brown lubricant that keeps the tortured steel cool in its agony.

Your gear box is quiet, thanks to the accuracy of one of those machines.

You want to watch that cast aluminium gear box casing being milled? Yes, it is a pretty metal and you will notice that these are beautifully clean castings.

There seems to be some feeling of satisfaction—of pride—at the back of all these men's minds as they tend their machines. What is it, and what is the reason for it? Simply this, they are Triumph men and they don't depend on any outside source for any mechanical component of the machines they make. They know, and would have you know, that every part of the Triumph, that is known and relied upon



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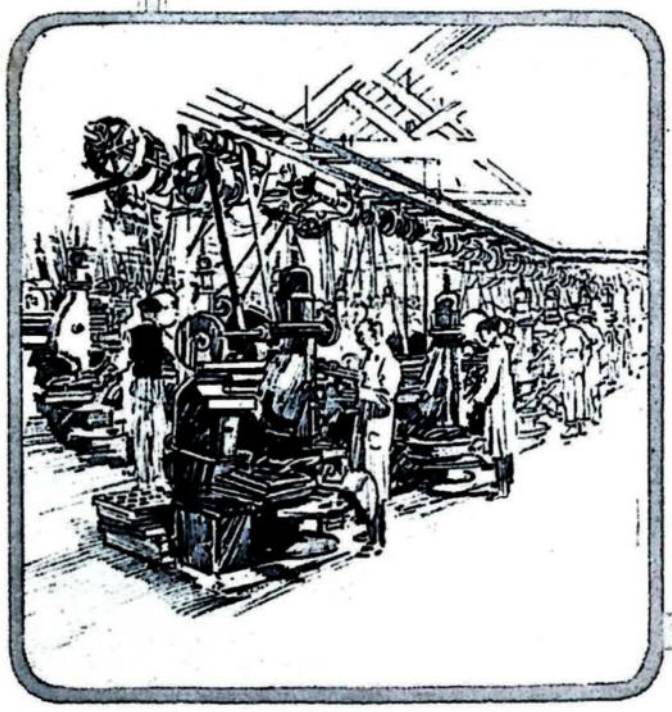
ACCURATE MACHINING

in every corner of the globe, is made at the Triumph Works, and that they are therefore entirely self-supporting, and do not have to depend on some outside source for their engines or gear boxes.

They know that no motor cycle can be better than one in which every part is designed and made in one factory, in which, as an obvious consequence, each component is *exactly* what is required and is not made to suit *someone else's* standard specification. Their instinct tells them that the better their work the better will be the machine they help to produce, the warmer the appreciation of the public and consequently the greater the demand, and this in its turn can only lead to more work and more money for themselves and their friends.

Hours could be spent here with these thousands of machines, many of them appearing to have minds and wills of their own, enabling them to carry out not one, but many operations on a piece of metal—without the guiding hand of man—and throw the finished part—correct to less than a thousandth part of an inch—into a tray ready to go to the stores.



But, though the machines think for themselves, man is present to feed them and watch over them—they must be cared for and lubricated so that they can keep up their wonderful speed and maintain their accuracy and high efficiency.

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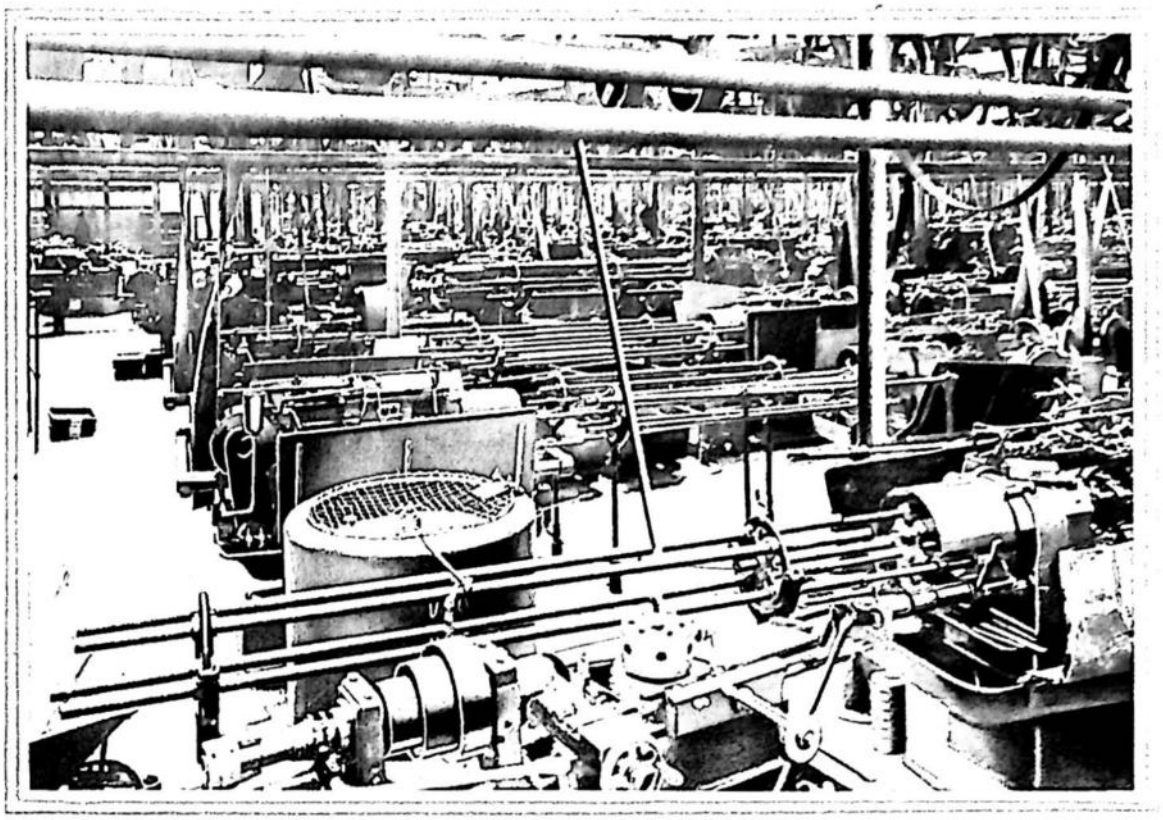

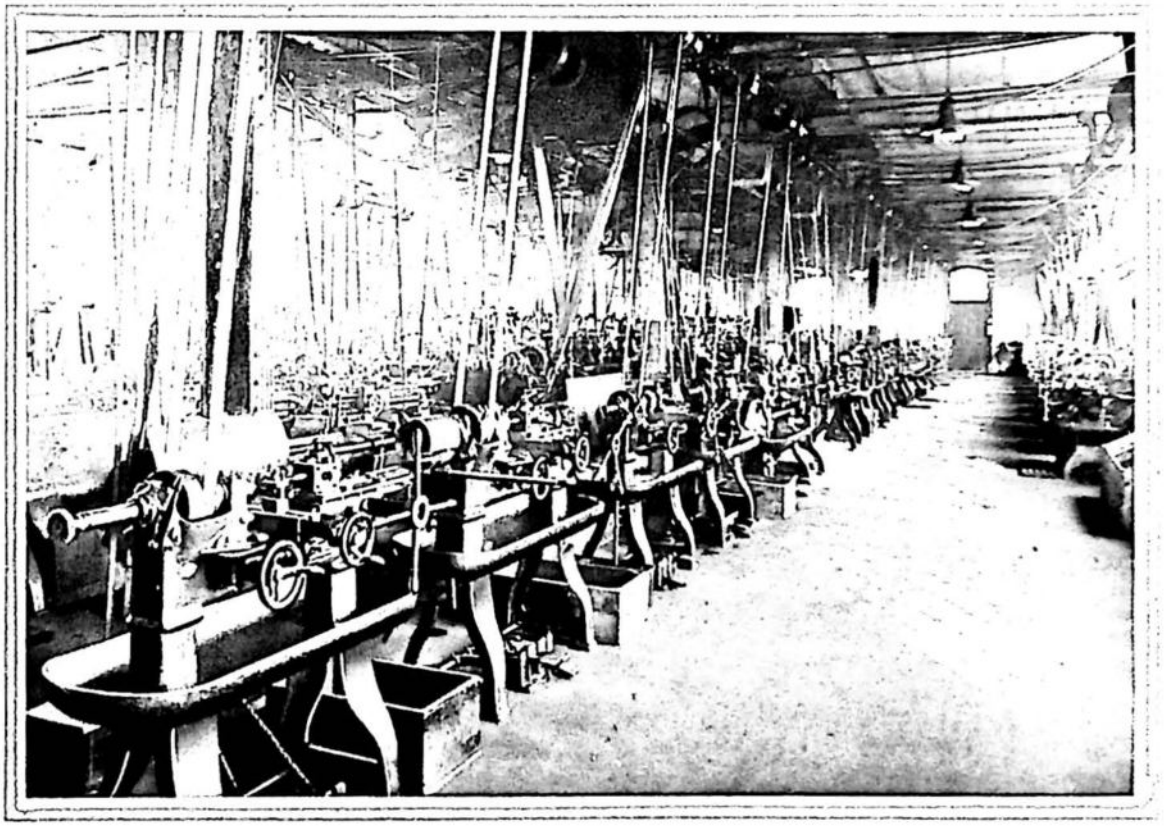

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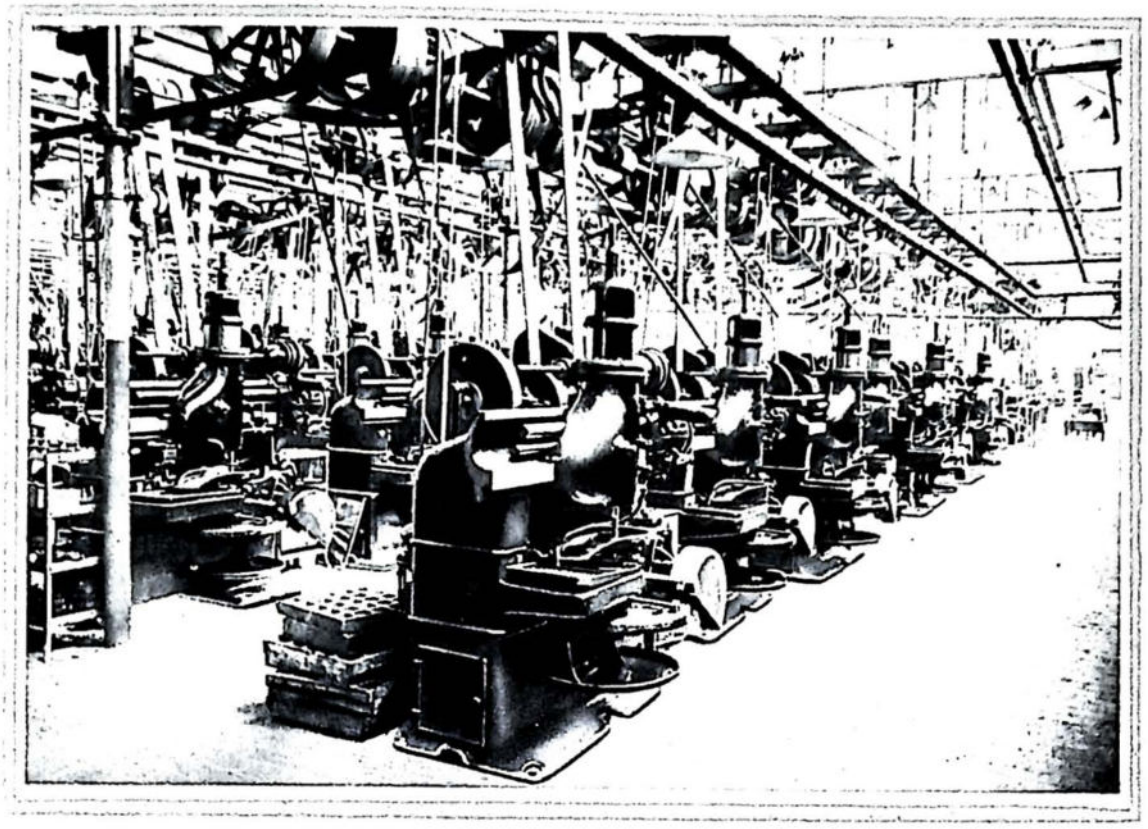

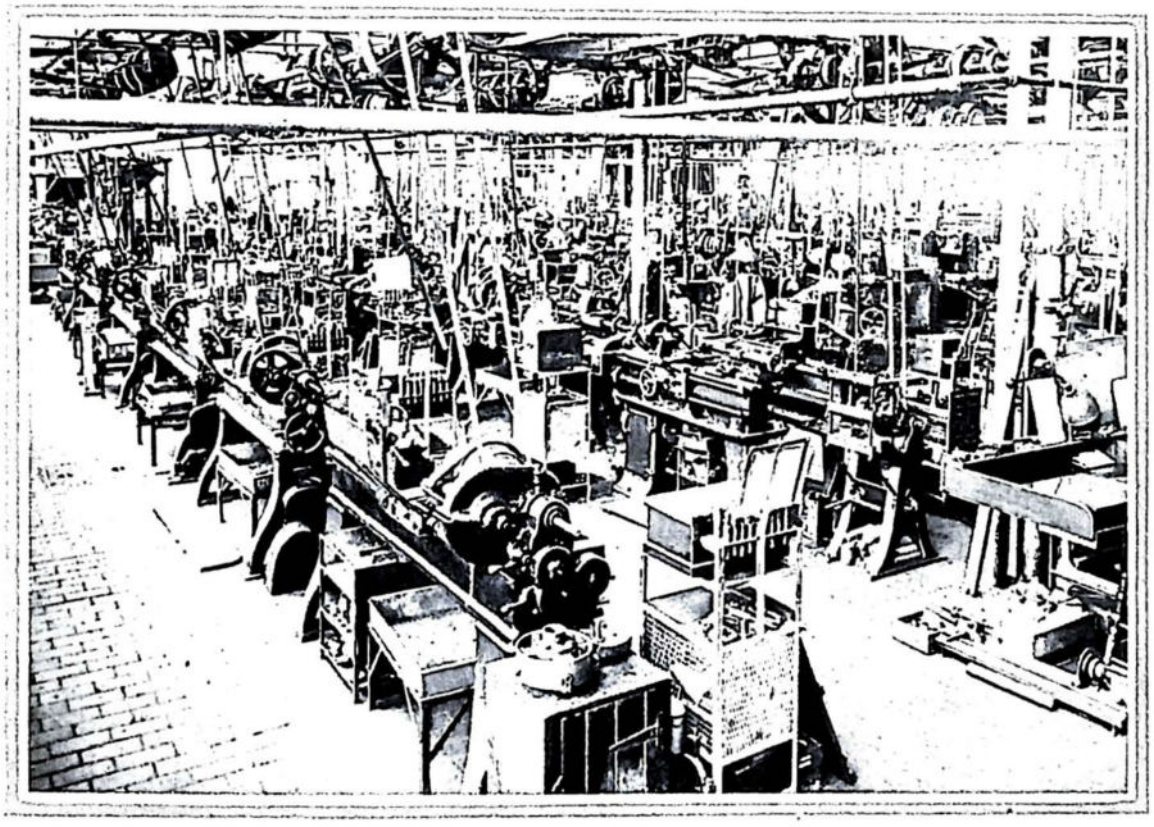

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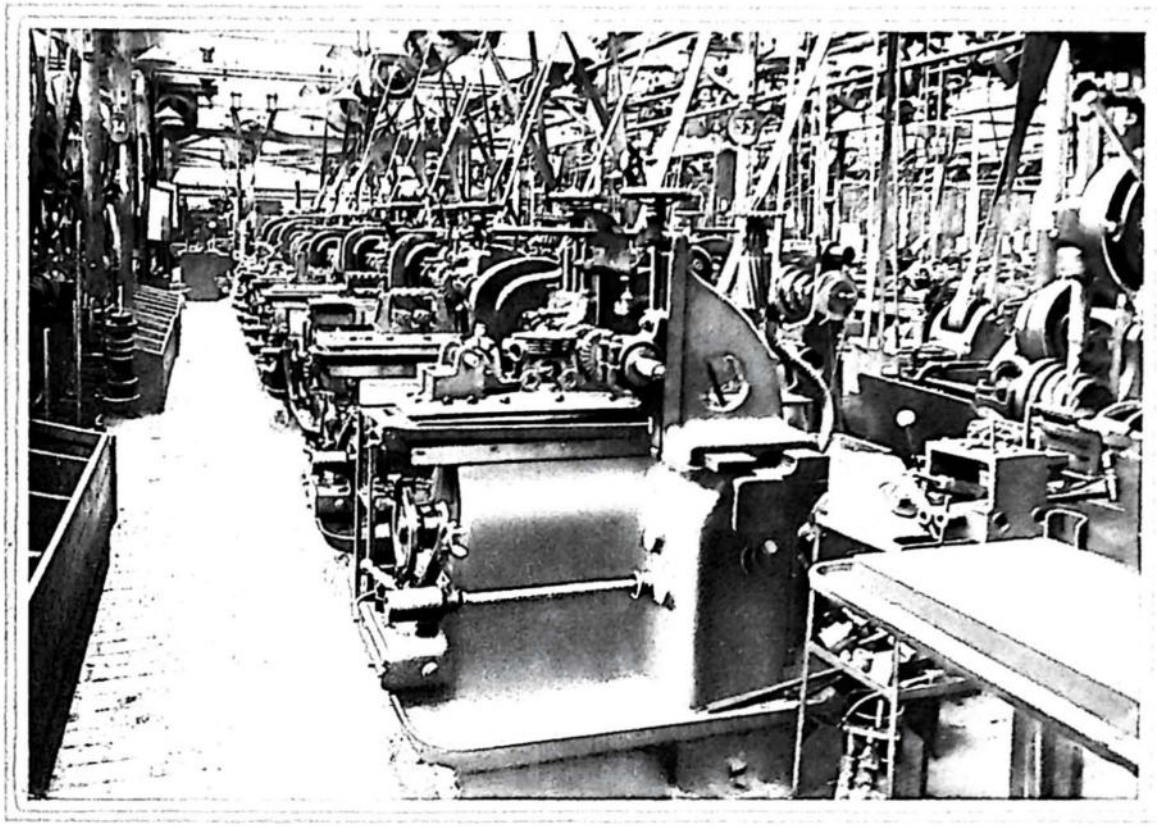

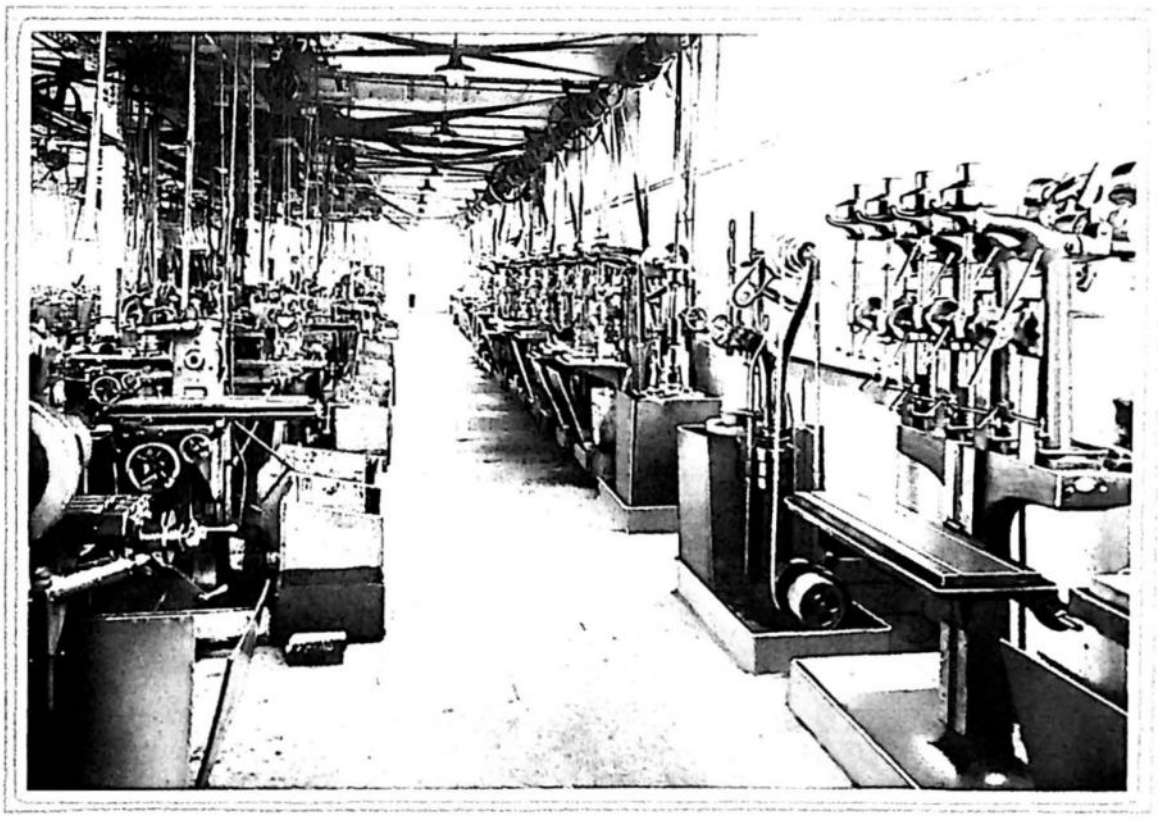

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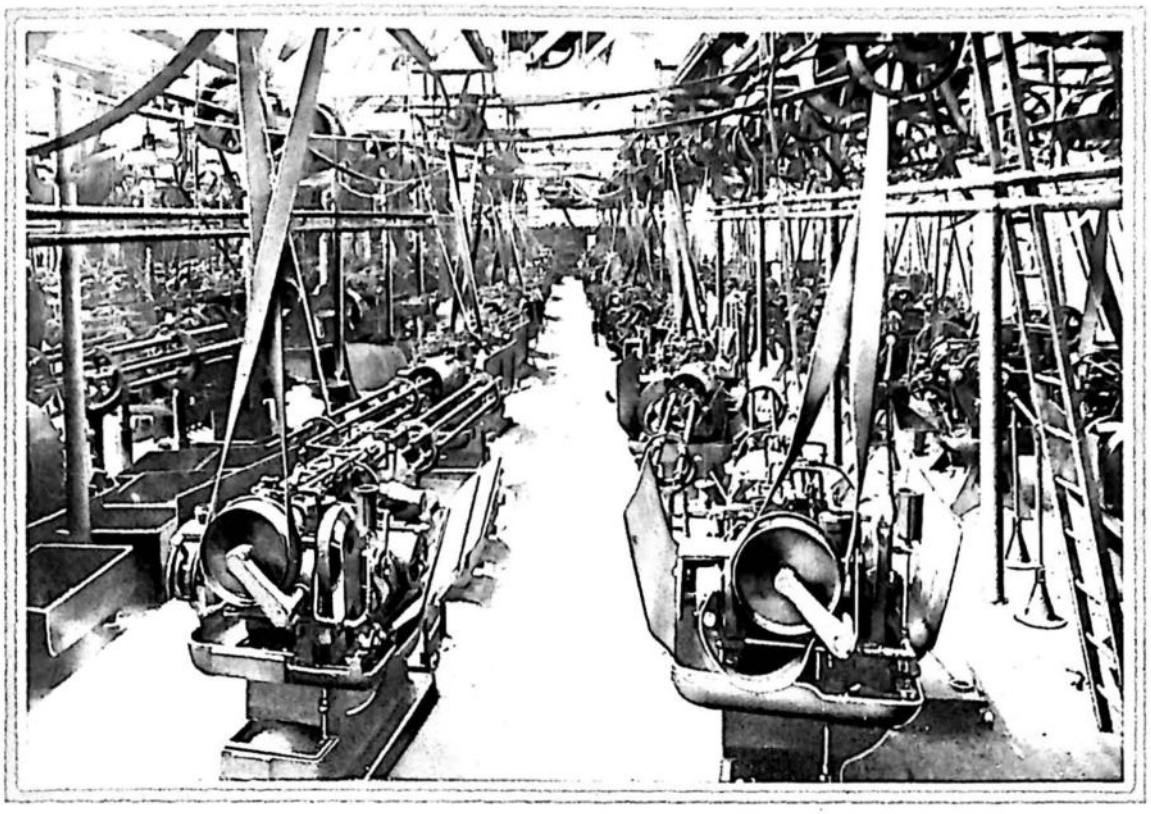

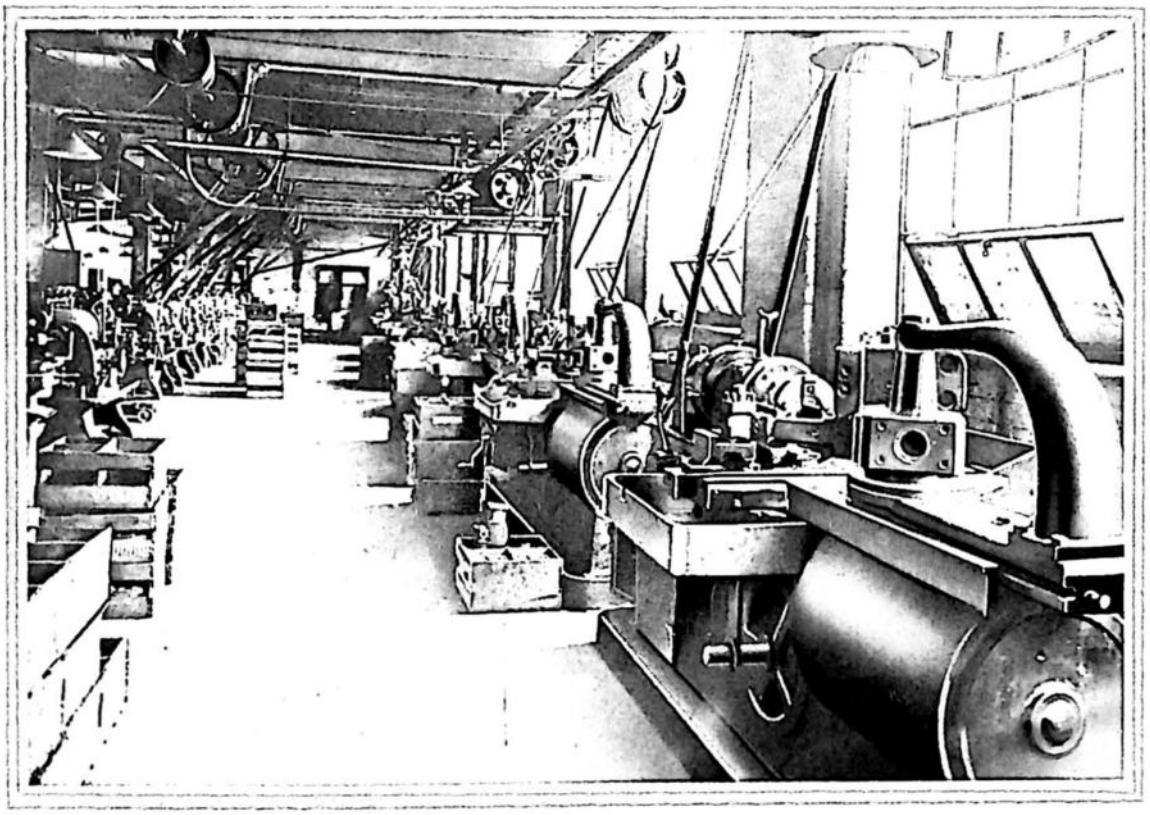

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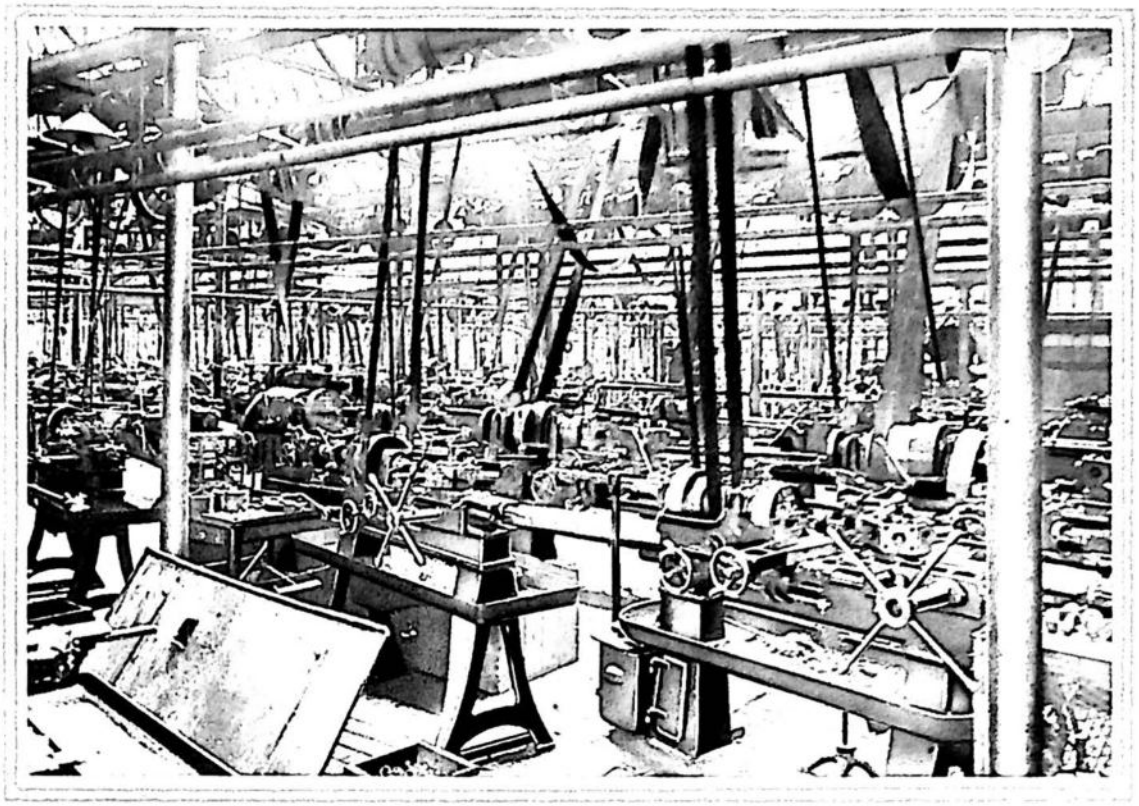

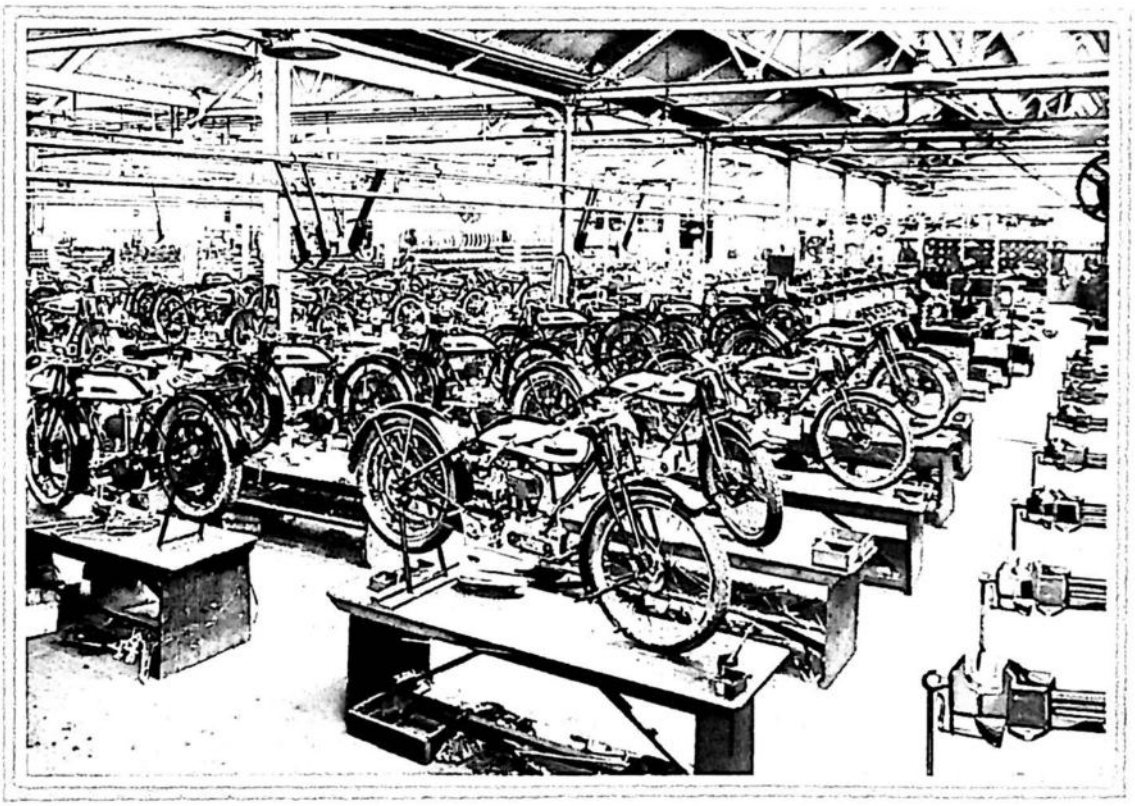

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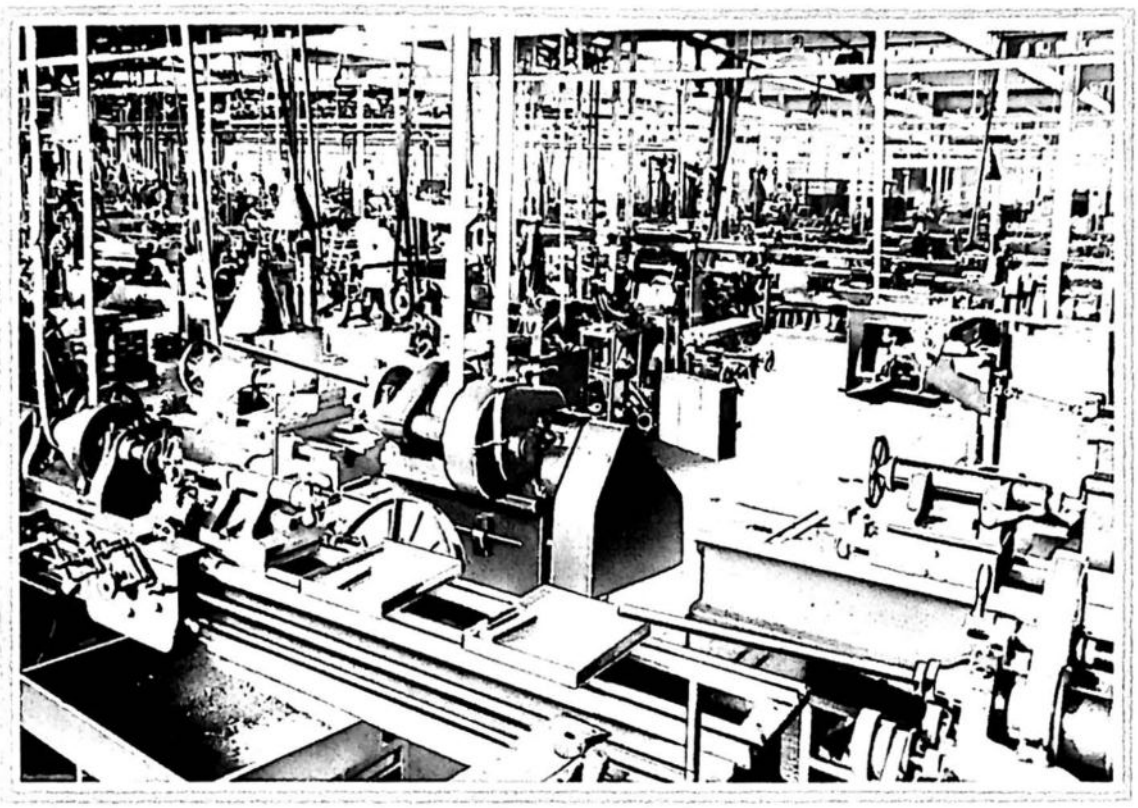

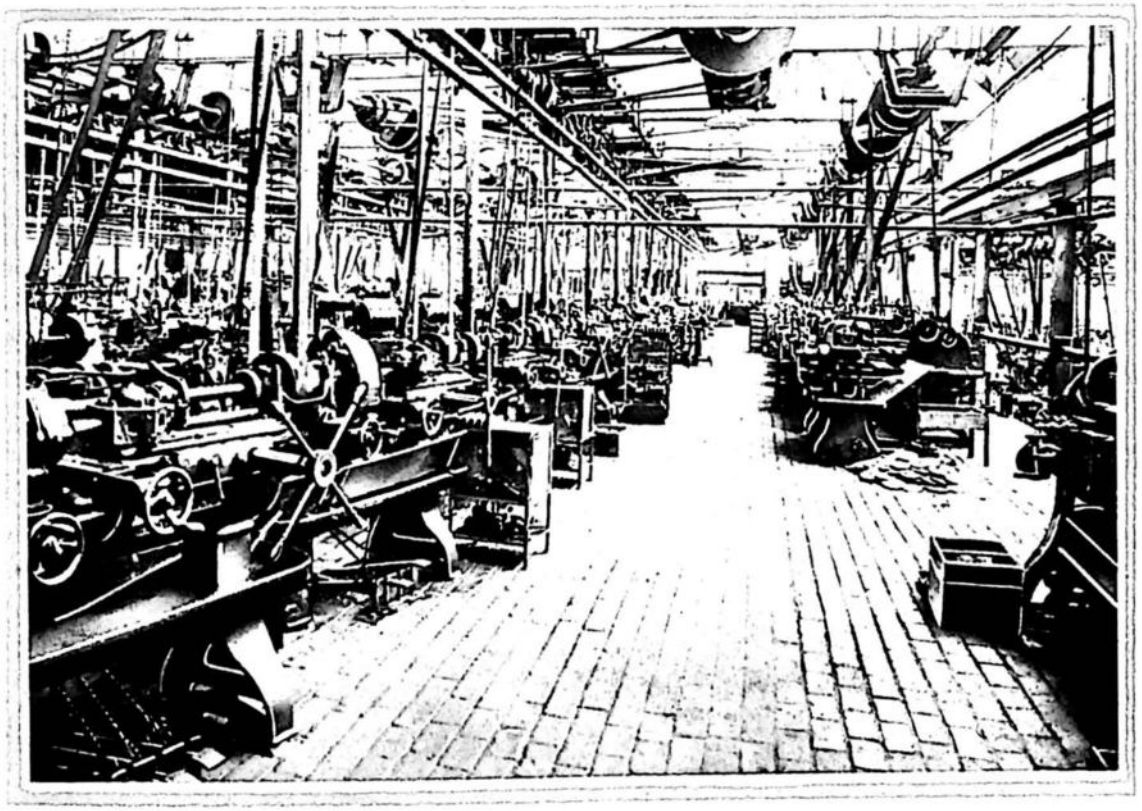

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A CYLINDER

PERHAPS the processes in the production of a cylinder may be of interest, as this is the engine component in which the actual power-producing explosion takes place, and to the lay mind the most important part of the engine.

Cylinders have a special machine shop all to themselves and, between the arrival of the casting and the delivery of the finished cylinder, complete with its valves, to the stores ready for assembly, each cylinder undergoes twenty operations.

It is an education to watch some of the machines doing their allotted tasks. Here's one—bearing on its name-plate the cognomen of Johnson & Potter—a machine which performs the first boring operation on the interior of the cylinder and, when it is satisfied that this task is satisfactorily performed, proceeds to machine the face of the cylinder base and then carries on with further operations.

And this seems to be the principle on which these machines work : the cylinder is placed on the machine in a certain position and, the first operation over, the machine answers for itself the question, "Now what else can I do for you now I've got you in this position?"

And so, on twenty machines, each cylinder is machined.

One of the last operations is the grinding in of valves, and here we see a very clever little machine, so contrived that it reproduces exactly the actions of a skilled mechanic's hands.

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EXACT VIEWING

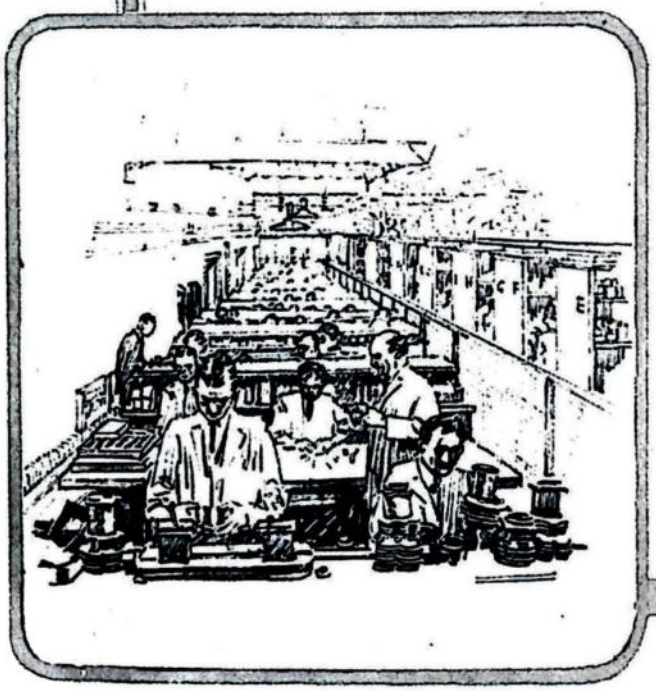
SOME husbands—so rumour has it—become obsessed with the idea that their wives are critical and fault-finding.

They take their breakfast—cold, of course—their hat, coat, good-bye "peck" and the 'bus to the office almost with a feeling of relief, and, on arrival at the scene of their labours, they show an almost savage satisfaction at the way cigarette ash crumbles as it strikes the carpet.

Perhaps there is no cure for them, but there is, at least, a treatment which cannot fail to alleviate their suffering.

A visit to the Triumph viewing department, where fault-finding is brought to a fine and merciless art, will quickly make them realise what fault-finding really is; for here, in this well-lighted room are men who spend the whole day trying to find it.

"Trying" is used advisedly—Triumph workmanship is so accurate that viewers often begin to wonder whether their presence is really necessary. Still, there they are, carefully gauging everything just in case a machine may have taken too much or too little metal off. How much too much?



About a quarter of the thickness of a piece of newspaper.

That's accuracy, the inseparable companion of perfection.

Without continuous accuracy the whole of this splendid organisation would fail.

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CAREFUL ASSEMBLY

TRIUMPH

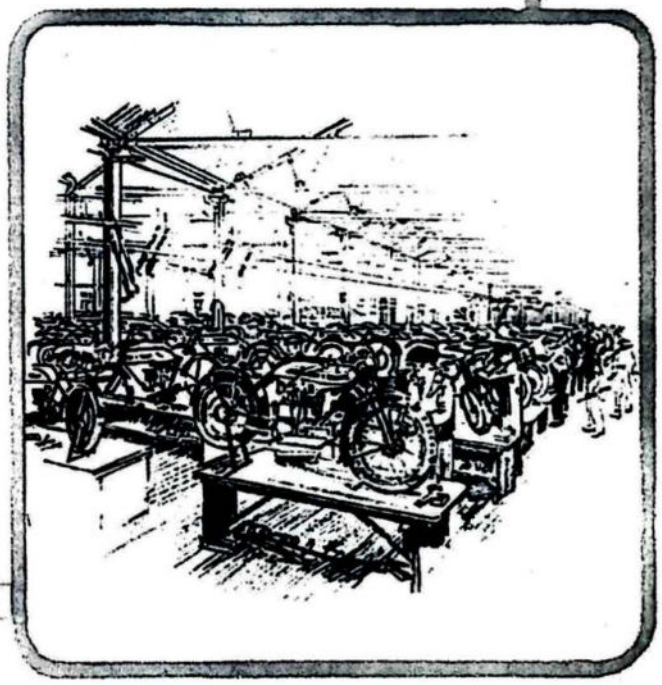
AN Assembly Shop. This is where we shall see the value of accurate machining and exact viewing. The proof of a pudding is in the eating, and here we can find out if any faulty, under or over-sized parts succeed in getting past the eagle eye of the viewing department undetected.

The very way the men work immediately answers the question. See how a part is picked up at random from a batch, put in position and the bolts that hold it added. There is never a thought in the erector's mind that the part picked up may not fit.

He has been a Triumph erector for several years, and he knows from experience that the parts given him for assembly will fit with absolute precision.

A machine grows gradually; each unit is put together on its own assembly benches. These benches are a veritable education in themselves. There are cleverly thought-out gadgets which hold each particular part in the most convenient position possible for carrying out the given task. The whole scene is one of such orderliness and method that the mind of a looker-on flies back to the occasion when he assembled his own engine, or gear-box, after overhaul, and at last he knows why the job took so long.

So we pass from where the units are built up to the benches where these units are assembled to form the complete machine, and where the controls and other details are added, completing the machine ready for its road test.



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SIDECAR BODIES

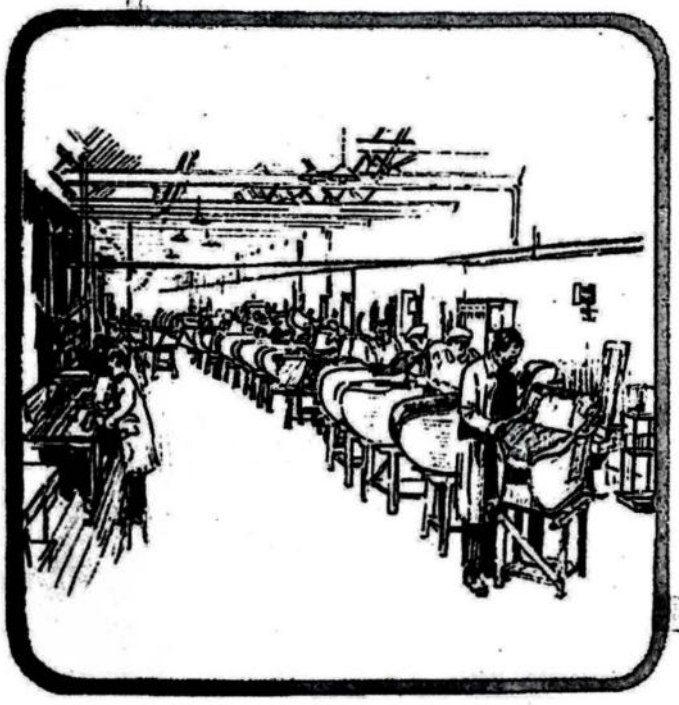
BEFORE we see the final stages—the testing and despatching of motor cycles, we will proceed to the Stoke Works to get some slight impression of how sidecar bodies are made.

The reader may have wondered how any firm could produce so fine a sidecar as the Triumph Model "Y" at so modest a price—a sidecar that is not only pleasing to the eye, but is, in addition, strong, well sprung, and comfortably upholstered.

A glance into the saw-mill gives us the first clue; here the timber is sawn out to pattern, thus eliminating the human element which usually plays such a large part in ordinary carpentry. Each body frame member is thus sure to fit its fellow without any subsequent chipping and refitting.

On completion, the frame receives its metal panels, which have been cut out to exact size by a machine you can see a little way further down the long shop. When the panelling is finished and the beading added, the body is given its first coats of paint and filling before being handed over to the upholsterers.

To watch the upholsterers for a few minutes is interesting—they always have tacks ready in the right place at the right moment, and the care with which the padding is placed over the springs in the seat and seat back accounts for our passengers' comfort on the road.



The sidecars are finished in the spacious shops further on where dust is not admitted on any pretext.

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A C H I E V E M E N T

TRIUMPH

ONE wonders, perhaps, whether all this meticulous care is necessary, but on deeper reflection it becomes apparent that on the shoulders of certainty alone can achievement be supported.

When first the Triumph pioneers took their small works at Coventry, they could have had little idea of the enormous commercial enterprise they were founding.

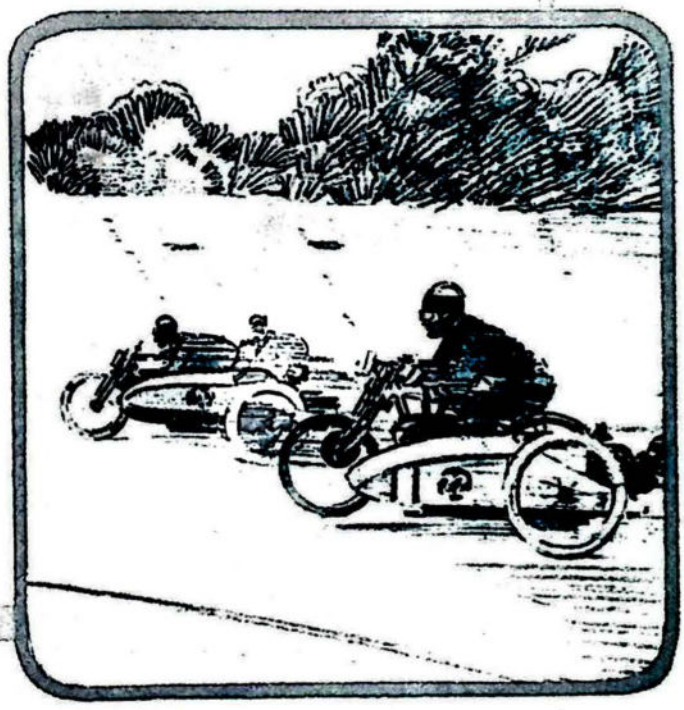
The small week's output that could be made with the machinery then available was eagerly sought after.

Then, as the rapid strides made by science led to great improvement in material, so did improved material pave the way for clever machinery, lower costs of production, and consequent larger markets.

It should never be forgotten, however, that it was the insistent call of the pioneers that brought the powers of science into play—they alone could tell the scientist what was needed, and so, even in the present age of wonders, it is still the hand of untiring experiment that guides science in its advance.

The achievements of the Triumph constitute a record unexcelled.

England, as a country, leads the world more pronouncedly in the manufacture of motor cycles than in any other industry, and it is with patriotic pride that one realises that it is the perseverance and care of such firms as the Triumph that maintain her in the position of world leadership.



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THOROUGH ROAD TEST

WE return to the Dale Street entrance of the main works, as it is from this point that the completed motor cycles depart for their first run on the road. The Testers will ride the machines to the "hut," a building several miles out, noting, on the card for that purpose, anything on the machine that needs attention.

On arrival at the hut the machine is taken over by one of the chief testers, who takes the machine an out-and-back run of several miles, subsequently adding his criticisms, if any, to those of the first rider.

Returning to the hut, he hands over the machine to a third man, who rides it back to the works, adding his comments to those already on the card. If the machine is perfectly satisfactory in every way it is then taken to be washed and prepared for despatch. On the other hand, a machine which has not behaved well is taken to a shop set aside for the righting of wrongs and, after treatment, goes out on road test a second time. No machine can find its way into the despatch department except by passing its tests. It may interest you to see the machines Triumph employees ride to their work. Notice the large percentage of Triumph machines, both bicycles and motor cycles. It is significant. It shows that the men who know the care with which Triumphs are made ride them for choice. And among them you will find veterans, dating back as far as 1904—still going strong.

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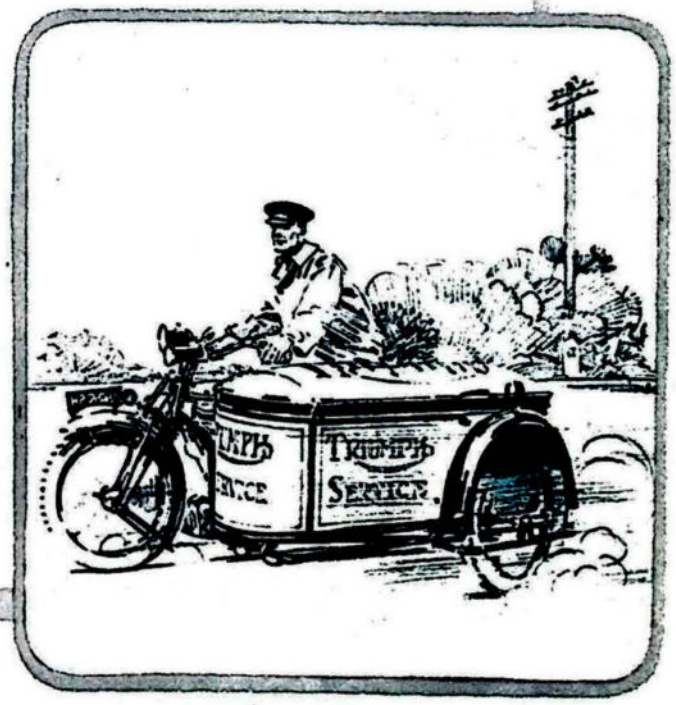
S E R V I C E

THE ever-increasing numbers of road-users render Service a matter of rapidly growing importance, because the unmechanically minded form, each year, the greater portion of those who can resist the call of the open road no longer.

The advantage of riding or driving the product of a large firm is brought home to the unmechanical motorist the first time he experiences any difficulty on the road. A large firm with customers in every corner of the globe and a first-class organisation is well able to establish service depots throughout the country.

Thus the Triumph Company, in addition to the vast spares and repairs service station which occupies the whole of the Gloria Works at Coventry, has distributing depots and service stations of its own, each controlling a district, and these, in their turn, maintain adequate supplies of all parts ready for immediate delivery to Triumph service agents throughout the country. It is worthy of note that the Triumph service stores at Coventry stock nearly nine thousand different parts of motor cycles. The number of actual parts in stock amounts to over nine million. Some idea of the size of these Stores may be gathered from the fact that there are over ten thousand bins. The Triumph Company sells not merely machines, but machines and satisfaction to its customers, and Triumph owners the world over know well that the Company is ever ready to help all users of its products.



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TRIUMPH

RECREATION

THE Triumph Company does not forget that all work and no play makes Jack a dull boy —the health and welfare of employees is well cared for, and, along the Binley Road, we find a large recreation ground and club-house.

Summer or winter, whatever the season or the weather, the Triumph employee need never lack an evening's amusement, for this club boasts grounds for most out-door sports and provides the necessary paraphernalia for all popular indoor games.

The employee is given every encouragement to take part in both outdoor and indoor games. The Triumph Company has its own cricket and football elevens which play numerous inter-club matches during the season. The club, with its well cared for flower gardens and its many habitués watching the cricket from the comfort of deck chairs, is indeed an institution commanding the pride of its members.

During the winter months dances, carnivals, and whist drives hold sway, while the intervening evenings can agreeably be spent in playing chess, billiards, or whatever game one's fancy dictates.

The fair skies of summer—and there are fair skies, even in an English summer—afford more scope, for, while all the indoor amusements still hold their devotees, the attractions of tennis, cricket, and other outdoor sports beckon irresistibly to the lover of open-air amusements.

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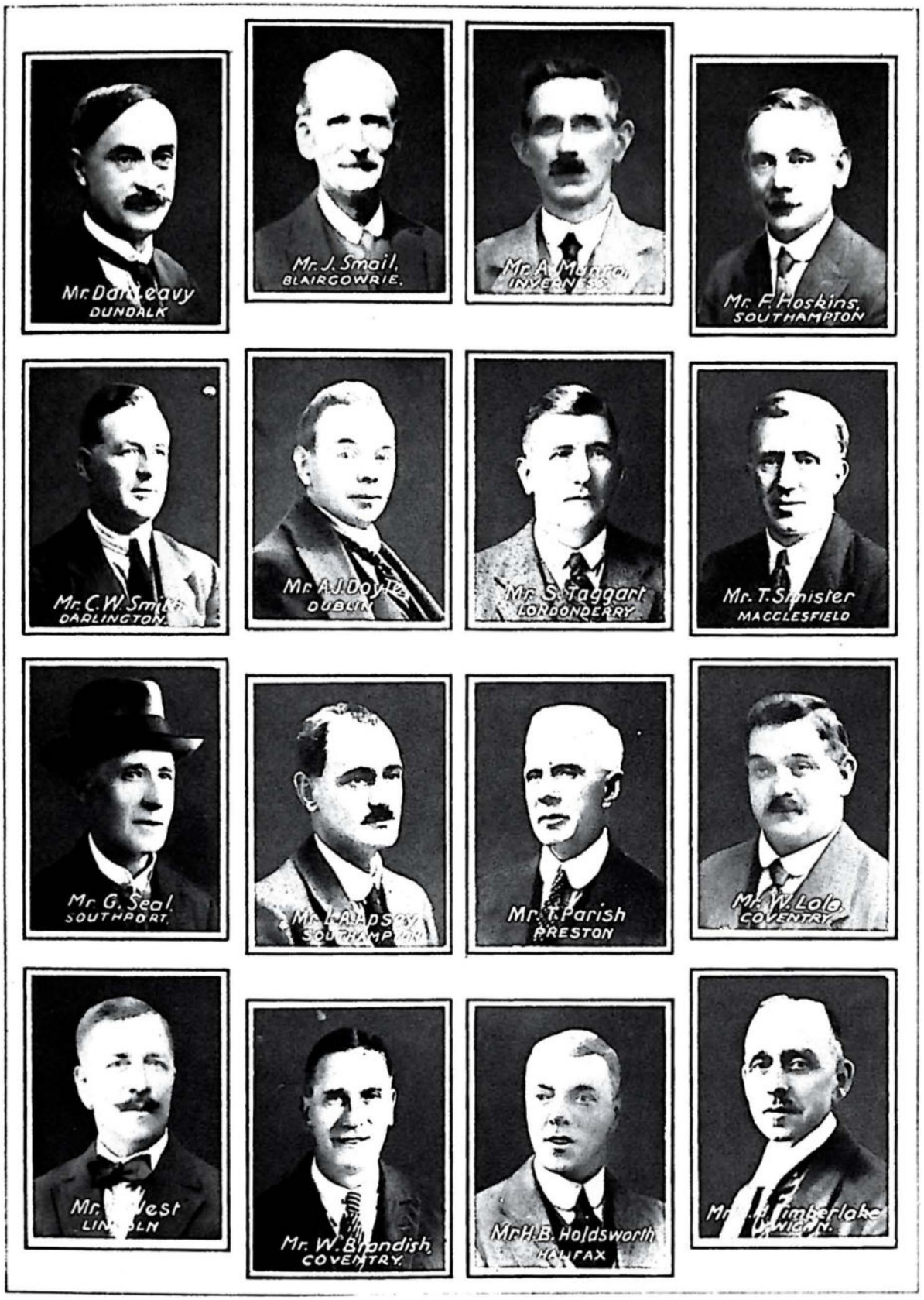

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