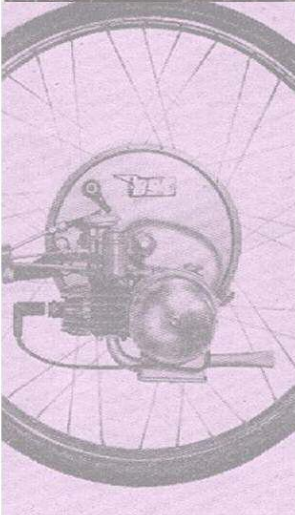


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By R. H. THOMAS



16—C. T. and J. B. Bayliss

WHO'S WHO

IN CYCLE AND MOTOR CYCLE INDUSTRY

ONE of the features of the City of Birmingham is the specialization of its industries. Amongst its 1,200 trades can be found specialists of all kinds, the names of many of the firms going back well into the last century. One such name is Perry, which is known not only in the city centre in connection with the intricate manufacture of pen nibs, but also with the scientific manufacture of bicycle bearings on a large scale under the name of Perry and Co. (Holdings) Ltd. This company controls the Perry Chain Co. Ltd., Bayliss Wiley and Co. Ltd., Perry, Bayliss Wiley (Belgium) S.A., Perry and Co. (Pens) Ltd., and the Spencerian Pen Co. Inc. (New York).

Guiding the destinies of Perry and Co. (Holdings) Ltd., are two brothers, J. B. and C. T. Bayliss. Each is the complement of the other, and between them they form a composite whole which is borne out in the virility of the company.

Between them is a fair division of labour. J. B. Bayliss looks after the whole of the sales side of the Perry group; his brother, C. T. Bayliss, concerns himself entirely with production. Between the two there is a liaison which ensures a maximum of efficiency.

Both brothers have a keen interest in the staff and the workers, believing in giving opportunity to their own employees first and in maintaining a personal relationship with all workers in the plant. Thus, they feel, the interest of the per-

sonnel will be reciprocal in their business. From personal knowledge I can only say that this theory is borne out 100 per cent. Working conditions, welfare and canteen arrangements are excellent and a source of interest to both of them.

J. B. Bayliss joined Perry and Co. direct from school, going into the works and being inculcated into the arts of management by his father. This training imbued him with an active interest in sales which he has since pursued. It is easy to realize from whence sprang his success, for Jim Bayliss, when you meet him, is a clubbable man, friendly, yet undoubtedly possessed of a mind quickly able to assess the potentialities of either a client or a market.

During his early days with the company he was given a good groundwork into foreign markets. Every year he travelled all over Europe. This gave him an early insight into what is now the sales policy of the firm, namely, that a successful sales policy must be based on individualism.

In 1926, J. B. Bayliss became sales director of Bayliss Wiley and also became responsible for the sales of Perry & Co. Six years later he was made sales director of the cycle side of the combined business on their amalgamation. On the retirement of his father in 1939, he became joint managing director with his brother.

In his private life, J. B. Bayliss retains an interest in boxing, which before the war was a strong point in the firm, indulges in a little riding and shooting and enjoys a

game of golf. For years he has been local chairman of the Motor and Cycle Trade's Benevolent Fund, including part of the war period, and is on the council of the British Cycle and Motor Cycle Manufacturers' and Traders' Union and a member of the export group.

A quiet, thoughtful man with a good sense of humour, C. T. Bayliss is an engineering enthusiast, always striving to improve production. Like his brother, his interests are shooting, boxing, a little fishing and golf.

Cecil Bayliss, on leaving school, served his time on the drawing board at H. W. Ward & Co. From this firm he went straight to Perry & Co., as chief designer and was responsible for the production of machines for chain making. He was also greatly interested in hopper installations. In 1912, he designed the 7-h.p. Perry twin and an 11.9-h.p. model. During 1919, C. T. Bayliss and Mr. Wiley purchased the Perry Motor Co., selling the larger model to the Bean Car Co.

A decision was later made to cease the manufacture of the 7 h.p. car and concentrate on the manufacture of cycle accessories under the name of Bayliss Wiley & Co. Included in the firm's products were free wheels, front and rear hubs, axles and cups and so the firm became cycle bearing specialists.

In 1926, the firm amalgamated with Perry & Co., C. T. Bayliss being on the board of Bayliss Wiley and acting as consulting engineer to the group. Cecil Bayliss also was appointed to the board of Perry & Co. in 1932, and on his father's

retirement in 1939 joined his brother as joint managing director. The firm became Perry & Co. (Holdings) Ltd., in 1945.

At this juncture the Bayliss brothers decided that the manufacture of the various components which had been departmentalized should be divided into separate limited companies, each one being self-supporting.

Nowadays, C. T. Bayliss looks after the production side of all the companies, designing both the products and the specialist machinery for their manufacture. To talk to Mr. Bayliss is to realise that this continual quest for improvement of products and methods of manufacture is more than just an engineering job; it seems to be a hobby, for he is undoubtedly an enthusiast.

Typical of this interest are chain-assembly machines in the works which do the whole of this job automatically. This and several other machines now helping the export drive were designed by Mr. Bayliss during the quieter periods of his fire watching at the works during the war. He confessed to me that he likes designing a machine, building it and watching its progress for about three months, after which time he is so well engrossed on further and similar problems that the machine is left to carry on, and they always do.

Together, the brothers Bayliss form a powerful team whose interest is in their work and their workers, for both continually strive to improve the products, the marketing thereof and the well-being of the men and women who make them.



Members of the Kent College Rowing Club, U.S.A., who competed in this year's Henley Royal Regatta, photographed outside Hammants, Henley cycle dealers, with the B.S.A. and Hercules bicycles which they took back with them to America