
MAWDSLEY'S LIMITED

Open Day~11th June 1977 to commemorate the Queen's Silver Jubilee and the Company's 70th Anniversary

The Directors and Management welcome you to Mawdsley's and invite you to walk round the factory. The plan on pages 2 and 3 indicates the route and identifies the various departments. At strategic points staff will be available to answer any questions you may wish to ask.

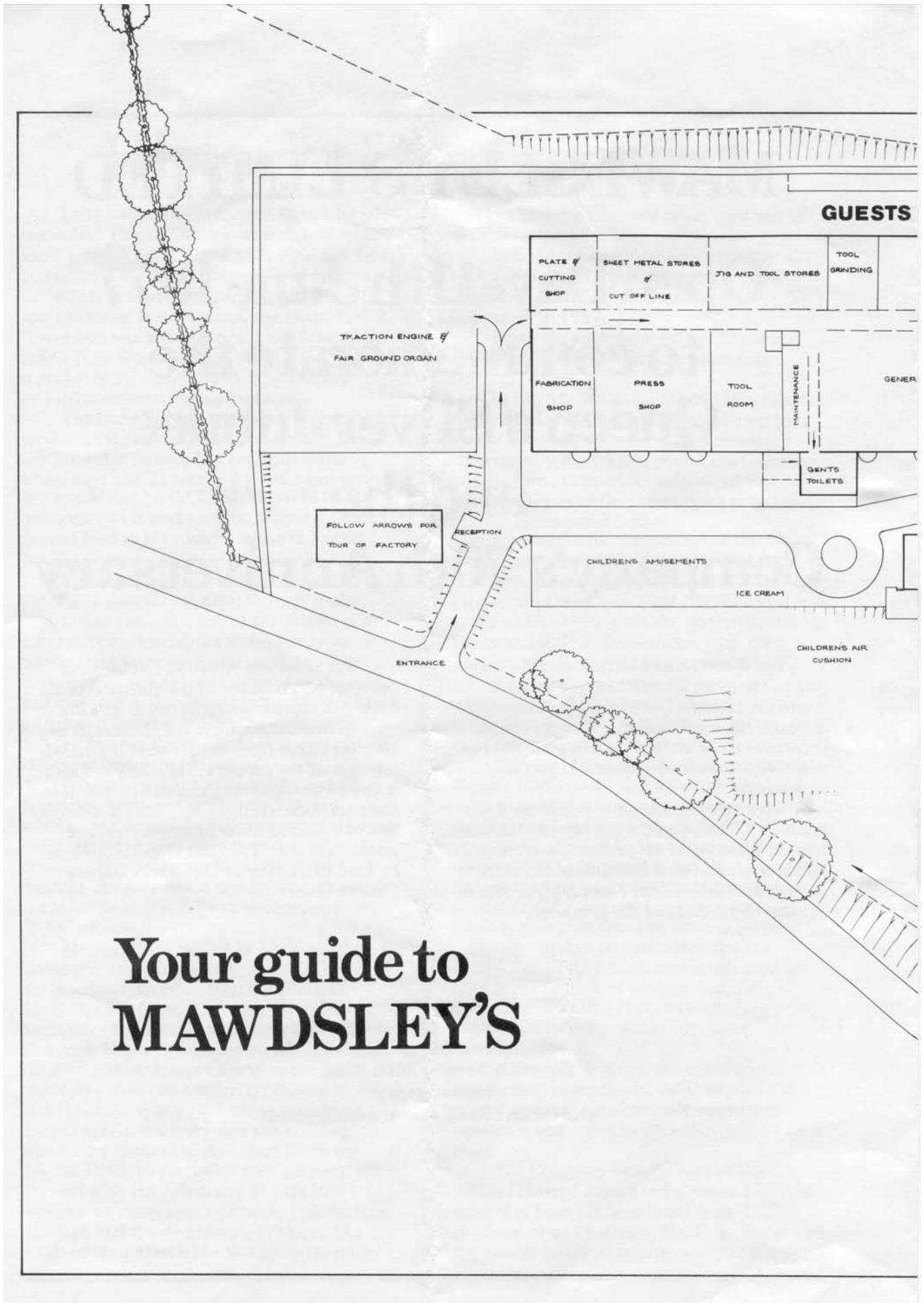
We would bring to your notice the Large Products Display and the Products Exhibition tent. In addition, in the products exhibition tent is an audio visual film unit which will show applications of the Company's products at intervals throughout the afternoon.

The noise and vibration test house is open for you to listen to the quietness of 20 dBA. For comparison a library is 35 dBA.

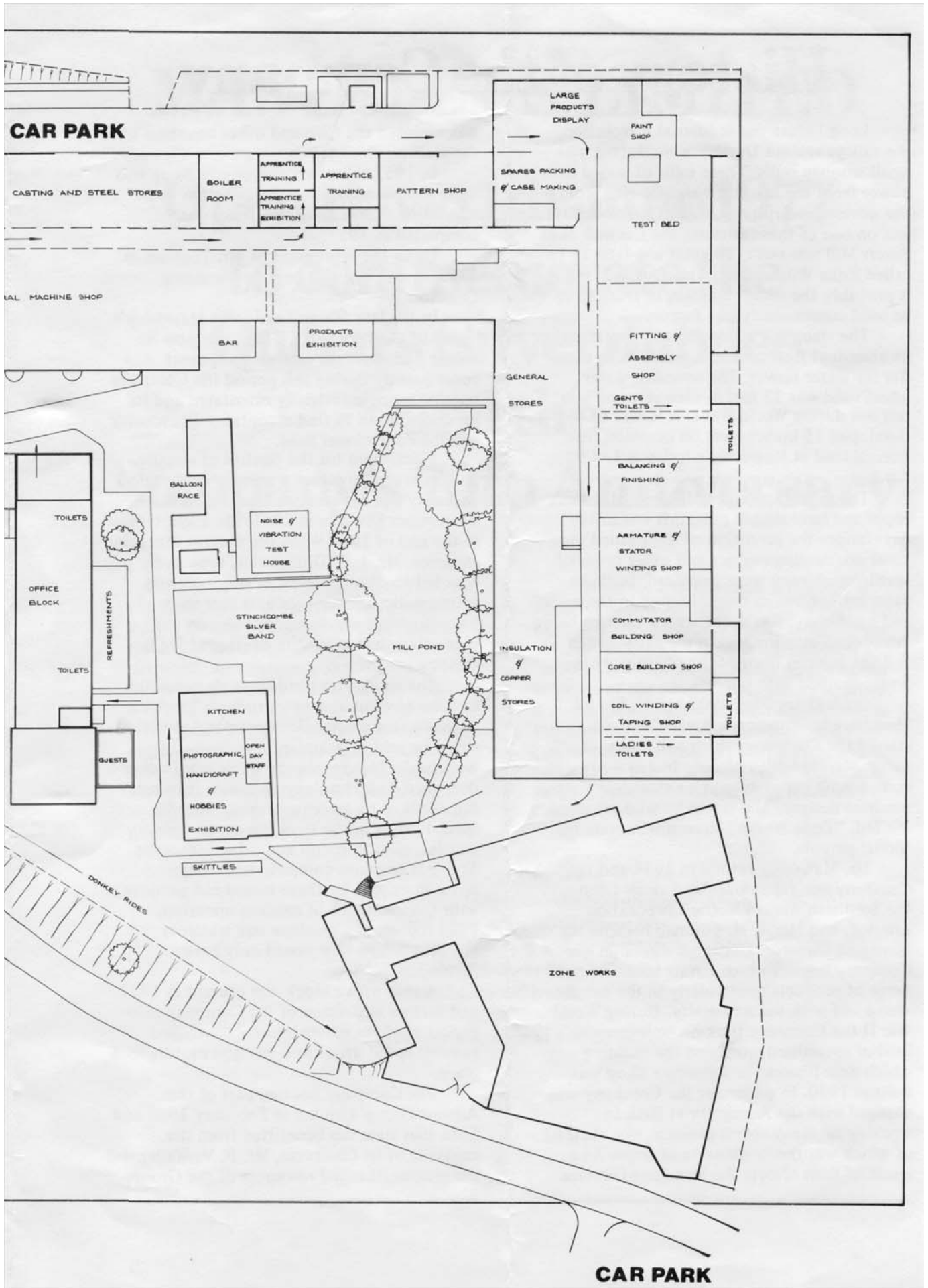
In the canteen there is a Handicraft and Hobbies Exhibition, which shows the varied interests of the people at Mawdsley's. There is also a Photographic Exhibition which is in three sections: prints of Mawdsley's, a display box of coloured slides by employees, and prints from the "Then and Now" collection by kind permission of the Cam & Dursley Camera Club.

Other attractions are:—

- "Lord Nelson" fairground traction engine
- Fairground organ ● Specialist motor cars
- Children's roundabouts and air cushion
- Donkey Rides ● Balloon Race ● Skittles
- Stinchcombe Silver Band
- Refreshments
- Ice Cream on sale ● Bar at normal prices



Your guide to MAWDSLEY'S



History of the Company

Long before the Industrial Revolution, the valleys around Dursley were dotted with small woollen mills. These mills obtained their power from the many streams flowing from the western escarpment of the Cotswolds. It was on one of these streams, the Caswell, that Rivers Mill was built. The Mill was later to be called Zone Works. Its age is unknown, but it is probably the oldest building in Dursley to be used continuously as a factory.

The steep fall of the Caswell Stream and its abundant flow of water provided an ideal site for water power. The overshot water wheel used was 25 feet in diameter and was last run during World War I. It is said to have developed 15 horsepower on occasion (the normal load at Mawdsley's today is 1,000+ h.p.)

The earliest product of Rivers Mill was paper and later simple pins; this was in the days before the invention of the headed pin. Later on, carding engines and other types of textile machinery were produced. In those days, leather was extensively used in the mills and machinery; this accounts for tanning being introduced into the Mill in the early 1880s and the bottom floor of the old factory is honeycombed with tan pits.

On January 23rd 1907 Mr. H. St.Hill Mawdsley took over the Rivers Mill and started the Company which still bears his name. Mr. Mawdsley already had a considerable reputation as an electrical machine designer and it was he who renamed the Mill "Zone Works" to commemorate his 'Zone' patents.

Mr. Mawdsley retired in 1934 and the Company was taken over by a small Group, the Southern Areas Electric Corporation Limited, and Mr. A. H. Topham became the Managing Director. Under his direction the Company began to broaden its activities and range of products, particularly in the marine world and with the Admiralty. During World War II the Company took on an increasing load of specialised work and the building which now houses the Armature Shop was built in 1940. In particular the Company was engaged with the Admiralty at Bath in working on many secret projects, not the least of which was the de-gaussing of ships. As a result of their efforts the Managing Director

was awarded the CBE and other members of the staff received MBEs.

In 1953 the new Components Shop was built and phase II, the reorganisation and rebuilding of the Armature Shop was completed in 1957.

Upon the retirement of Mr. Topham in 1959 Mr. A. W. Field became Managing Director.

In the late 50s and early 60s Mawdsley's began to change course. There was now no longer a demand for marine equipment, consequently during this period the Company became more industrially orientated and its products began to find acceptance in industry and the educational field.

Electronics for the control of electric motors and alternators were now becoming a necessity and Mawdsley's established their Electronics Division in 1961. Mr. Field retired at the end of 1969 when the present Managing Director, Mr. J. E. Drinkwater, took over. This led to a basic review of products and future policy. Some products that were unprofitable were dropped, and new marketing strategies were developed for existing products.

The need to expand through exporting became obvious and new products involving sophisticated electronics were developed that could be sold as 'standard' products worldwide. Meanwhile the Company further deepened its technology to enable it to meet the needs of its traditional customers for special drives in the steel, paper, textiles, plastics, glass, traction and other industries. Today it employs computerised design techniques, and by these means can produce, with the assistance of modern materials, 1000 h.p. from a machine size which in Mr. Mawdsley's day would only have developed 200 h.p.

A new office block was opened in 1971 and further expansion of the Company into export markets, electronically controlled variable speed drives and traction motors took place.

The Company became part of the Adwest Group Limited in February 1963 and from that time has benefitted from the guidance of its Chairman, Mr. F. V. Waller and the greater financial resources of the Group.