



**APPERLY, CURTIS & CO.,**  
LTD.  
**DUDBRIDGE MILLS, STROUD.**  
Manufacturers of the celebrated "Hydea" Cloth.

THROUGH the courtesy of Messrs. Apperly, Curtis and Company, Limited, we are enabled to include in "Industrial Gloucestershire" a reference to their admirably arranged and equipped Dudbridge Mills, Stroud. Our reference will be necessarily inadequate, as in the limited space allowed us nothing more can be given than a brief epitome of the interesting history of the mills and the important part they have taken in Gloucestershire's industrial life. It should be added that they have more than once been the subject of very favourable comment both by technical journals devoted to the cloth manufacturing interests and by other well-known publications.

they have gained no fewer than twenty-one gold medals and highest awards. At all of these exhibitions their attractive display has been a practical demonstration of the excellence of British-made goods, and has done not



a little to promote a knowledge of, and interest in, our own industries.



**VIEW OF DUDBRIDGE MILLS, STROUD.**  
(Apperly, Curtis & Co., Ltd.)

The industry is one of the oldest of the kind in the West of England, having been established in 1794. It was founded by the grandfather of Mr. Alfred Apperly, the chairman of the present Company, and during its entire history has remained in the hands of the Apperly family. The almost uninterrupted growth of the business would seem to afford a striking evidence of the force of heredity.

The prominent place the Company have always taken in the manufacture of cloth has appreciably advanced the interests of the trade. In 1851, at the London International Exhibition, the first to be held, the firm (then known as J. and D. Apperly) were awarded a gold medal for the best superfine black cloth woven in the world; and at subsequent exhibitions—including those at London, Brussels, Antwerp, Melbourne, New Orleans and Paris—

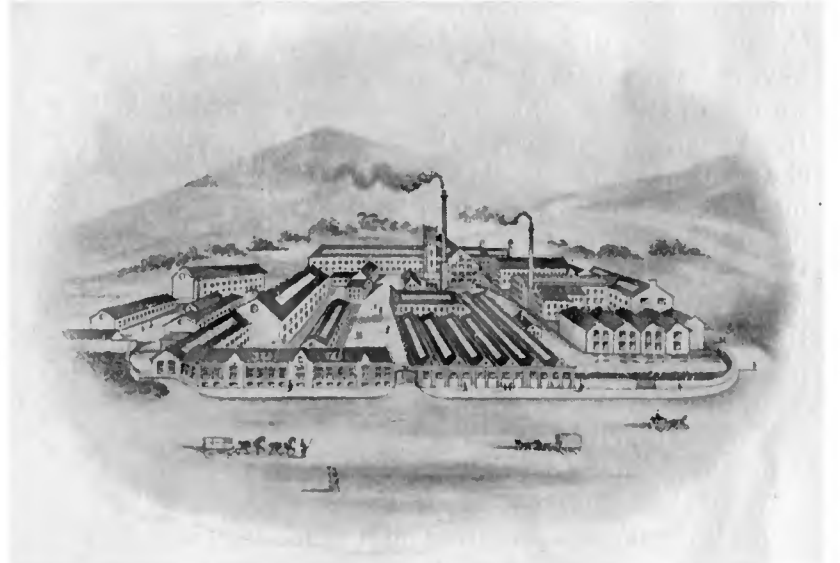
During the past century the manufacture of cloth has been completely revolutionised, and in the Stroud Valley several manufacturers who were unable, or unwilling, to meet the new conditions imposed by science and invention have been forced to suspend operations. The result is a survival of the fittest. Although the number of cloth mills has been greatly reduced, the dis-

trict, by means of the remaining mills, of which those referred to in this article are an excellent type, still produces as large a quantity of cloth as formerly.

The readiness with which Messrs. Apperly, Curtis and Company, Limited, have adapted themselves in manufacturing cloths to suit the changes in taste and style, has always been a distinguishing feature of the business. To minimise labour, and to effect that economy which comes from production on a large scale,

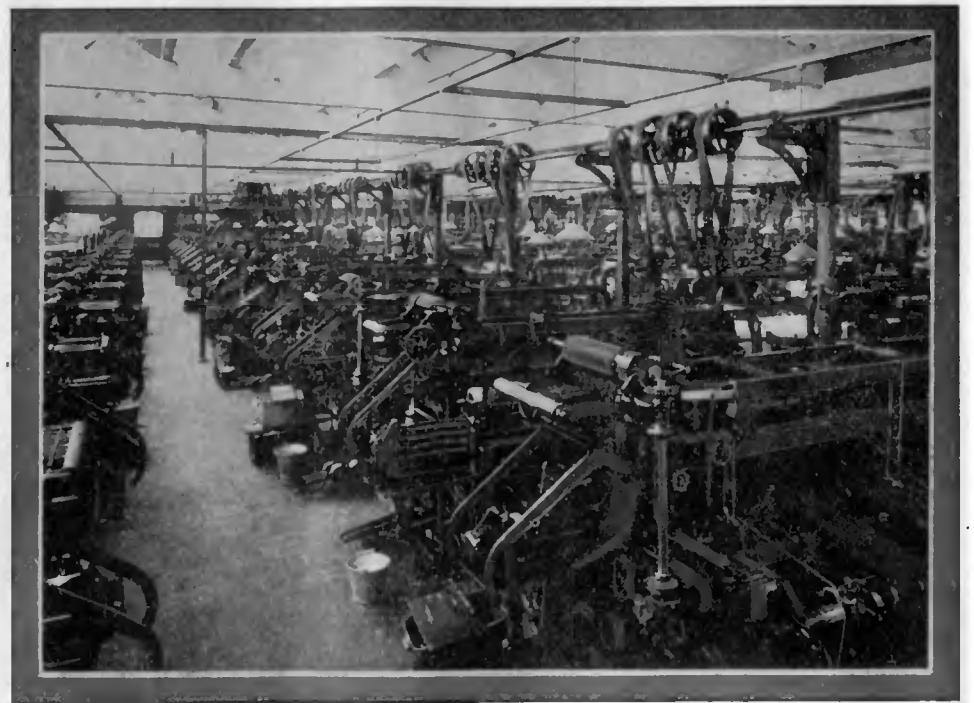
greater part of the plant, the buildings were reconstructed, and the disaster, although most serious at the time, brought the compensation of permitting extensive alterations in accordance with modern needs and a largely increased trade. In 1902 an adjoining large mill, formerly used by another firm for the manufacture of carpets, was purchased. It may be proper to add here that since 1872—a period which some of our pessimists associate with the supposed decadence of British industry—the increase has been particularly rapid.

Without attempting to give a detailed description of the excellent arrangement and equipment of the Dudbridge Mills, it may be of interest to mention several features which illustrate the thoroughness with which every department has been planned. The large weaving shed, a corner of which is shown in one of the accompanying illustrations, probably presents as interesting a scene as may be found in any mill or factory in the West of

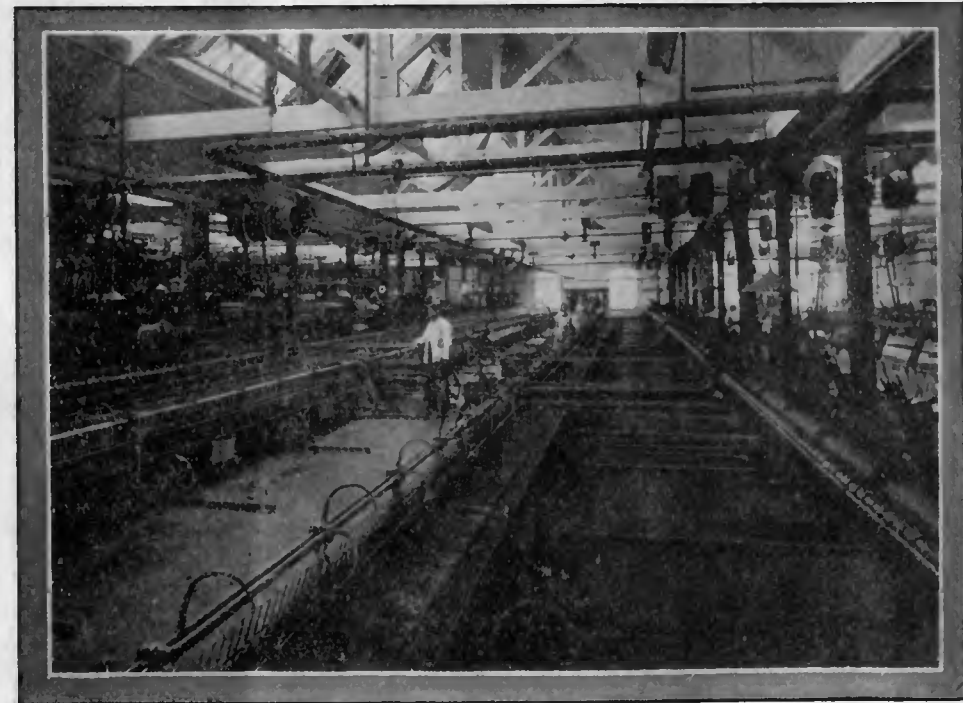


**VIEW OF DUDBRIDGE MILLS, STROUD.**  
(Apperly, Curtis & Co., Ltd.)

England. In this one room the wool is carded, spun and woven, the arrangement being such that the material passes from stage to stage with the least possible loss of time and labour. The room is admirably lighted, heated and ven-



**CORNER OF WEAVING SHED, DUDBRIDGE MILLS, STROUD.**  
(Apperly, Curtis & Co., Ltd.)



**VIEW IN THE SPINNING ROOM, DUDBRIDGE MILLS, STROUD.**  
(Apperly, Curtis & Co., Ltd.)

they have made frequent additions to their plant and equipment. They have four acres of ground, the larger portion of which is covered with buildings fitted with the latest machinery. In 1891, after a destructive fire which destroyed the

tilated, which, with the whitened walls and general cleanliness, make it as beautiful and comfortable as could be desired. The mechanical equipment is of the most modern and approved construction. It is interesting to note, by the way, that in 1851 the late Mr. James Apperly and Mr. William Clissold, then connected with the Company, invented and patented a self-acting feed for the carding machines which has since been developed and perfected. This invention is now in general



# - Textile Fabrics. -



use, having been sold in all parts of the world where cloth is woven, and its adoption marked a decided advance in the art of carding.

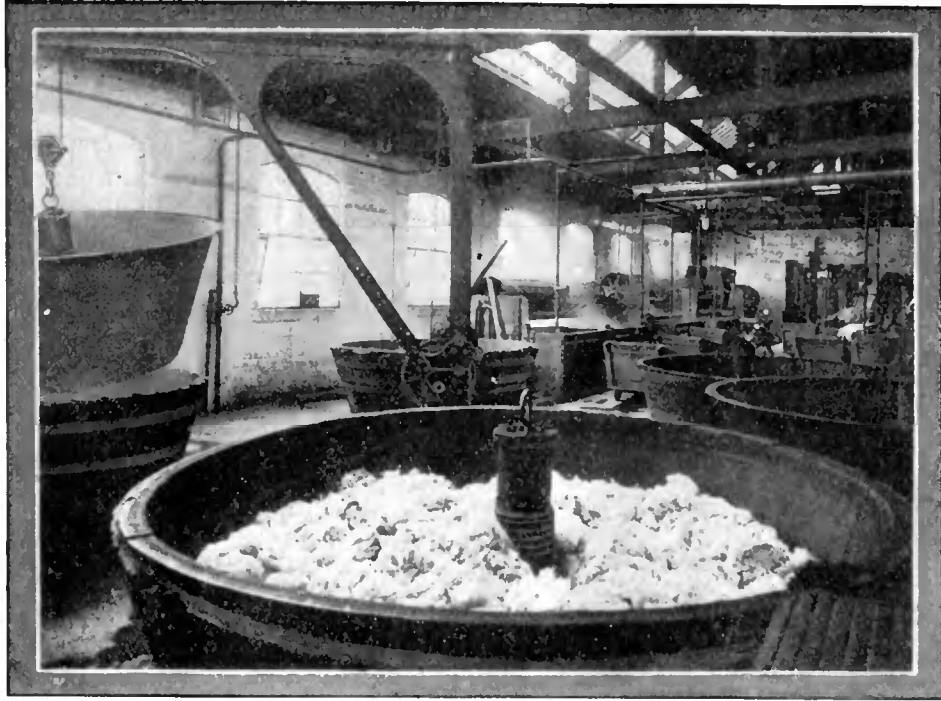
In all of the departments the same thoroughness and completeness are observable, and the sorting, scouring, dyeing, milling, dressing, and

with complete sanitary arrangements, and are throughout perfectly ventilated and are lighted by electricity. The comfort of the workers has also been considered in other ways, and ovens for warming their dinners, hot water for washing, and other evidences of thoughtfulness are

noticeable. Fortunately, the operative shares the advantage thus gained with the employer and the general public—the former gaining a direct benefit in increased efficiency, and the latter in obtaining an article made under the best attainable sanitary conditions. It may be thought that too much

deal of experimenting, in producing a thoroughly sanitary fabric, of fine texture and permanence of colour.

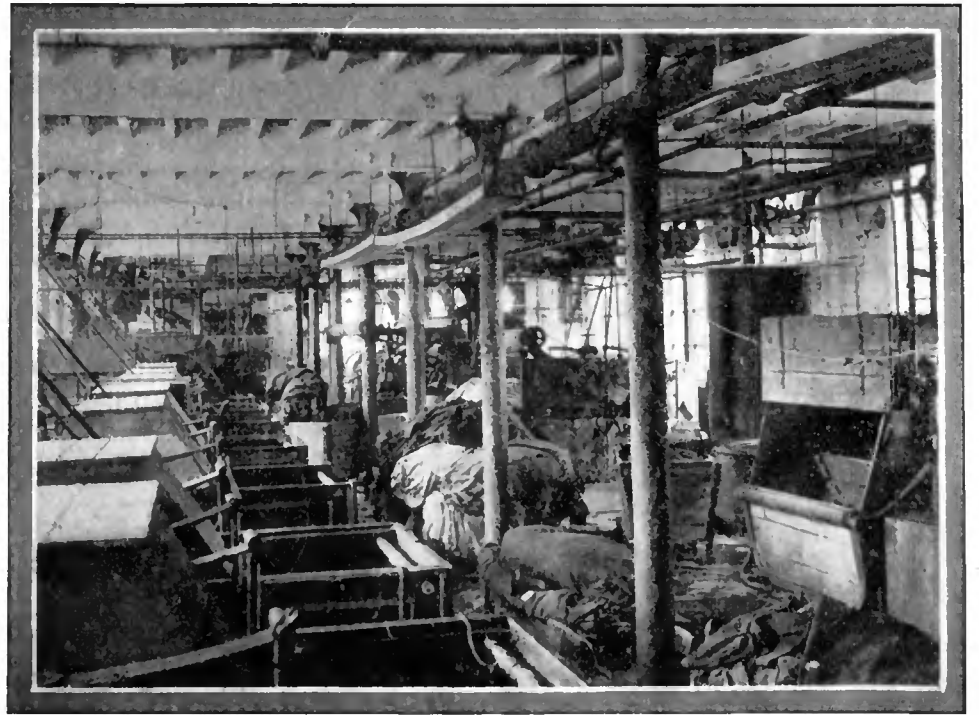
While there is no sentiment in business, there is sometimes business in sentiment. To support our own industries is certainly a good sentiment—and it is not less, certainly, good business. Quality and price being the same, there is no reason why Englishmen should not wear this English cloth—especially as by so doing they not only advance the cloth-making industry, but also that larger industry, agriculture. It may be interesting to know that the word "Hydea," which has become familiar throughout the entire kingdom, is derived from Hyde Farm, owned by Mr. Alfred Apperly, and where he grows a large part of the wool from which (augmented by purchases from other breeders) the Hydea cloth is made.



CORNER OF DYE ROOM, DUDBRIDGE MILLS, STROUD.  
(Apperly, Curtis & Co., Ltd.)

finishing rooms give every evidence of progressive management. The motive power is furnished by a pair of 500 h.-p. engines (designed and constructed by Messrs. H. J. H. King and Co., Nailsworth), supplemented with a 50 h.-p. turbine, and the boiler fires are fed by mechanical stokers. Every known device which saves hand labour or facilitates production seems to have been adopted. We regret that the accompanying illustrations, which afford interesting glimpses of several of the departments, can only give an inadequate idea

importance has been attached to this feature, but such can scarcely be the case. Although the old hand-processes have been largely replaced by machinery, there is still room for human fingers to make or mar, and the cloth that emerges from the loom



CORNER OF MILLING AND FULLING ROOM, DUDBRIDGE MILLS, STROUD.  
(Apperly, Curtis & Co., Ltd.)

must bear the impress of those who designed and fashioned it.

In their Dudbridge Mills Messrs. Apperly, Curtis and Company manufacture a great variety of high-grade woollens, including several exclusive weaves for which they have gained a more than national reputation. Among their specialities is their celebrated Hydea

Hyde Farm is beautifully situated on the Cotswold Hills, a few miles distant from Stroud, in a district which for centuries has been celebrated for the fineness of its fleeces. The farm, like the mills in which the cloth is woven, has been the subject of favourable comment by those who have been privileged to inspect it. In his elaborate work, "Rural England," Mr. H. Rider Haggard mentions Hyde Farm as illustrating in a high degree that combination of beauty and utility which gives to an English landscape its peculiar charm. We present herewith an illustration showing a flock of Hampshire Downs on the Farm.

Another speciality recently introduced by this Company are travelling rugs, woven by a

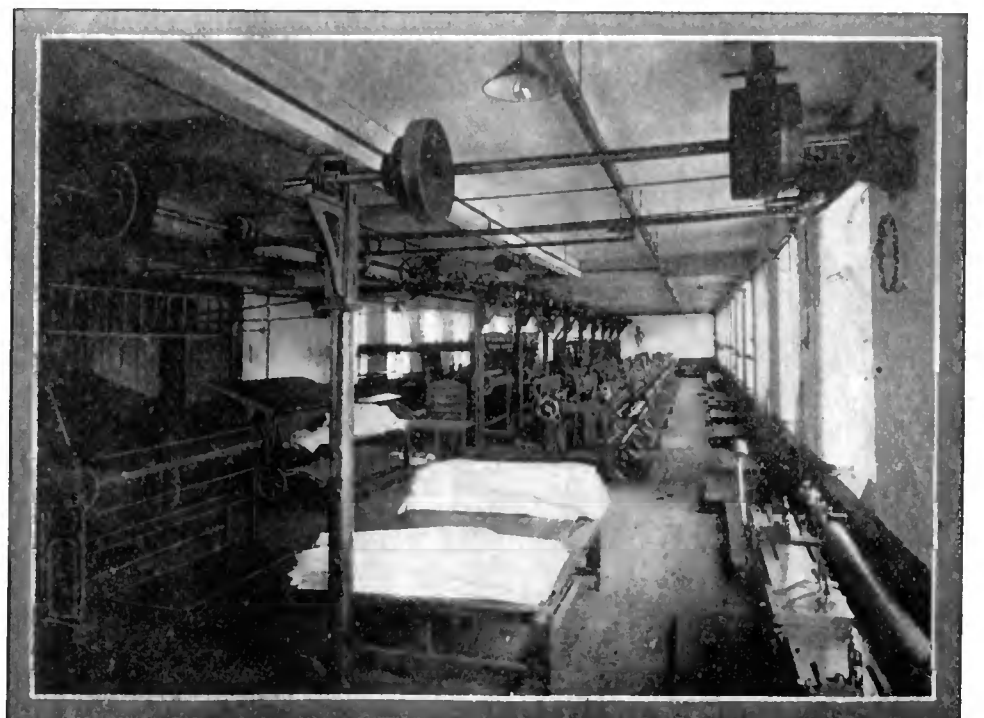


ONE OF THE FLOCKS OF SHEEP ON HYDE FARM,  
Owned by Alfred Apperly, J.P.

of their imposing size and the absolute completeness of the premises.

Perhaps one of the most obvious, and certainly one of the most commendable, features of the Dudbridge Mills is the unusual provision which has been made for the health and comfort of the operatives. Whatever may be the shortcomings of our present industrial system, born of the keen competition of recent years, in our best mills and factories greater provision is made for the physical well-being of operatives than ever before. In this respect Messrs. Apperly, Curtis and Company, Limited, have taken a high place among the West of England cloth manufacturers. Their mills are provided, in every department and on all floors,

Cloth, introduced two years ago by Mr. Alfred Apperly. Apart from its intrinsic excellence, the Hydea cloth supplies an admirable theme for those who preferably support British industry, other things being equal, for it is a purely English cloth made from English wool. By a special softening process and other methods of treatment, Mr. Apperly has succeeded, after a great



VIEW IN THE FINISHING ROOM, DUDBRIDGE MILLS, STROUD.  
(Apperly, Curtis & Co., Ltd.)





# Textile Fabrics.



special process. These rugs, which are particularly light and warm, are made in a great variety of colours and patterns. They have already become widely popular, and are being largely exported to the Colonies and to France and Germany. We regret that limited space precludes mention of other special weaves for which the Company have become so noted.

The present directors of the Company are Mr. Alfred Apperly, chairman; Mr. Chas. Apperly and Mr. E. P. Apperly, his sons; Mr. B. Pitt (who has been with the Company continuously for over fifty years), and Mr. E. T. Black, who directs the London branch at 15, Golden Square, W.

It is but just to add that in addition to having appreciably advanced Gloucestershire's industrial prosperity, Mr. Alfred Apperly has been not less influential in its higher life. He is a J.P., a County Councillor, a member of the County Educational Committee (having previously been chairman of the Rodborough School Board during its entire existence), a member of the Rural District Councils and the Board of Guardians. In public and religious questions he takes an active interest, and has rendered valuable public service.



## P. C. EVANS & SONS, BRIMSCOMBE, NR. STROUD.

**Manufacturers of Highest Grade Woollens.**

**T**HE important industry carried on by Messrs. P. C. Evans and Sons, Brimscombe, near Stroud, was established about 1840 by Mr. P. C. Evans, the father of Mr. P. J. Evans, J.P., the senior partner of the



BRIMSCOMBE UPPER AND LOWER MILLS.  
(P. C. Evans & Sons)

present Firm. The style of the Firm was originally P. C. Evans, being subsequently successively changed to Evans and Bishop, P. C. Evans and Company, and finally P. C. Evans and Sons. It is interesting to know that members of the Evans family have been cloth manu-



BRIMSCOMBE LOWER MILLS. (P. C. Evans & Sons).

facturers in the Stroud Valley for five generations now, and that they have contributed materially to the high reputation the West of England cloth has so long enjoyed in the markets of the world.

**Industrial Gloucestershire 1904**

The present industry was established in what are known as the "Brimscombe Mills" in the year 1855, and in 1872 the "Port Mills," but a short distance away, were taken over, both mills being now fully utilised. During the past few decades the mill premises have been largely extended and remodelled to bring them up-to-date. The mechanical equipment has also been



BRIMSCOMBE UPPER MILLS. (P. C. Evans & Sons).

frequently added to and improved, and the most modern fast running looms have been installed in place of the older and less efficient types. Among the more important additions to the mills was the establishment of a worsted spinning plant, the only one of the kind in the neighbourhood. Owing to the improvements that have been made to the plant and equipment the product of the mills to-day is four times as great as it was formerly, while its character has been fully maintained.



BRIMSCOMBE PORT MILLS. (P. C. Evans & Sons).

Messrs. Evans and Sons manufacture all kinds of high-class woollens for the home and export trade, though they have gained particular prominence for several specialities. Among these may be mentioned their black vicunas, covert coatings, and blue serges in light weights, a large quantity of the latter being exported to tropical climates.

The Firm's London offices are at 9, Warwick Street, W., and they maintain agencies in Paris, Vienna, New Zealand, and other places.

## HUMPHREYS AND COMPANY, WOODLANDS MILLS, STROUD.

**Manufacturers of Highest Grade Flannels and Tweeds.**

**A**T a time when "dull trade" is a general complaint it is a pleasure to refer to the establishment of a new and important industry. It is, therefore, a privilege to include in this publication a brief reference to the Woodlands Mills, Stroud, which have recently been taken over by the Messrs. D. Humphreys and Company. Although the Woodlands Mills were for a long time well-known in the West of England cloth trade, they were recently suspended for a brief period, and it is a distinct gain to the community to have them reopened under favourable auspices.

About eighteen months ago Mr. D. Humphreys (the head of the firm of Humphreys and Company, and who for a number of years has been engaged in the manufacture of flannels and tweeds at Narberth, South Wales) decided to materially extend the scope of the business. With that end in view, he purchased the Woodlands Mills, thus obtaining the advantage of commodious existing premises and a supply of labour skilled in the manufacture of textile fabrics. He has made extensive alterations to the buildings, all of which are of the most substantial construction, and are well-arranged. Besides remodelling the buildings, he has installed the latest and most approved looms and other machinery which are specially adapted for the treatment of English wools, no mill in the Stroud Valley having a more up-to-date equipment. It should be added that the location of the Woodlands Mills, which cover nearly two acres of ground, is probably the most picturesque in the district, the valley in which they are situated suggesting a Swiss scene. A little stream, which furnishes a small part of the power required, is also used for dyeing and other processes, the purity of the water being an important consideration in this respect.

Messrs. Humphreys and Company manufacture a great variety of high-grade woollens, though they make special features of several fabrics. Among these may be mentioned their guaranteed all-wool flannels, which have gained a splendid reputation throughout the kingdom and abroad for their purity of texture and colour, and for their fineness, durability, and unshrinkableness. These flannels, which are known to the trade as the "Jubilant" (registered) Welsh flannels, and were first introduced in Jubilee year, 1887, have gained a number of highest awards at various International Exhibitions, and have been the subject of the most favourable comment in the leading technical journals.



GENERAL VIEW OF THE WOODLANDS MILLS, STROUD. (Humphreys & Company).

