

Horwood Bagshaw

(A brief history)



West Torrens Historical Society Inc.
(G. Grainger, 2023)

*Every effort has been made to provide complete and accurate information,
please advise of any errors or omissions.*

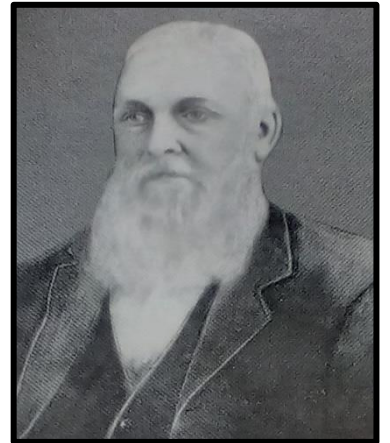
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JOHN STOKES BAGSHAW (1808-1888)

John Stokes Bagshaw (1808-1888) was born on 15 August 1808 at Chetwynd, Shropshire, England, third son of Edward Bagshaw, a prosperous farmer, and his wife Margaret nee Stokes.

In his teens Bagshaw was apprenticed to a millwright and engineer. He later worked as a joiner in Stafford, Shropshire. In 1836 Bagshaw married Jane, nee Dale (c.1812-1884). Securing free passage, Bagshaw, his wife and their infant daughter arrived in South Australia aboard the *Eden* on 24 June 1838. The Bagshaws went on to have ten children (seven girls and three boys).



John Stokes Bagshaw

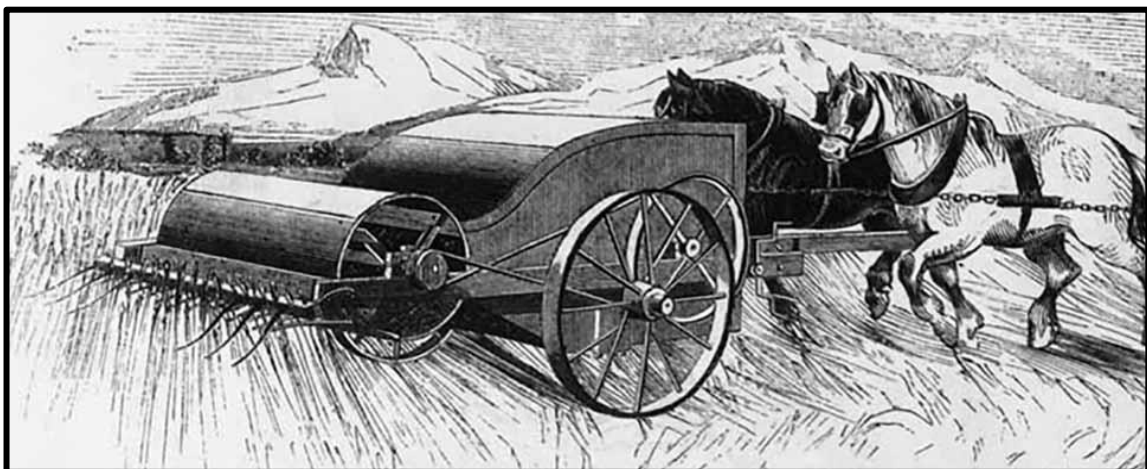
After briefly assisting in the building of flour mills south of Adelaide, in late 1838 Bagshaw set up an agricultural implement workshop in Elizabeth Street, Adelaide (southern side of Waymouth Street).

Almost from the beginning Bagshaw's personal motto and later trademark was 'if worth doing, do it well.'

AGRICULTURAL MACHINERY MANUFACTURE

At first Bagshaw concentrated on the manufacture of windmills, though his skills as a pattern-maker meant that he was soon much in demand by foundries.

In 1843 John Ridley commissioned Bagshaw to make the original patterns of an innovative wheat harvesting machine. Known as 'Ridley's Reaper' or the 'South Australian Stripper', the implement for the first time in Australia successfully combined the operations of both gathering and threshing wheat.



John Ridley's wheat reaper (the-stripper) [adelaideaz.com]

Replacing harvesting by hand the Reaper, pushed by horses, was capable of reaping around six acres / around 2.4 hectares of wheat per day; it provided the simplest and cheapest harvesting method in the world at that time. Over the next fifty years the Reaper sold in the thousands in South Australia and helped to significantly boost local wheat production.

Inspired by the Reaper's success, Bagshaw soon designed and built Australia's first winnowing machine: the winnower separated the wheat grain from the chaff and other impurities by screening, then used a fan to blow off the lighter chaff.

The winnower won many awards over the next few decades and from the late 1870s was dubbed by Bagshaw as the 'Champion' winnower. It became Bagshaw's most successful early product.



[sahistoryhub.history.sa.gov.au]

J.S. BAGSHAW & SONS

Bagshaw's eldest son, John Augustus Bagshaw (1838-1920), joined the business in 1852, followed by Bagshaw's third and youngest son, Thomas Henry Bagshaw (1856-1936), in 1870; the business had been renamed as J.S. Bagshaw and Sons in early 1867.

By the 1870s Bagshaw and Sons, increasingly driven by the innovative and ambitious J.A. Bagshaw – who was 'born in a tent under a gum in Franklin Street' and as a young man reputedly had built South Australia's first stationary steam engine – had expanded its production lines to encompass a wide range of agricultural machinery including baggers, chaffcutters, corn-crushers, feed grinders, ploughs, grain cleaners and threshers.

Bagshaws by this time manufactured one of the most diverse lines of agricultural machinery in Australia and all of its products, including its original winnowers, were constantly upgraded and improved (by the early 1900s Bagshaws were marketing thirteen different types of winnowers and had sold around 10,000).

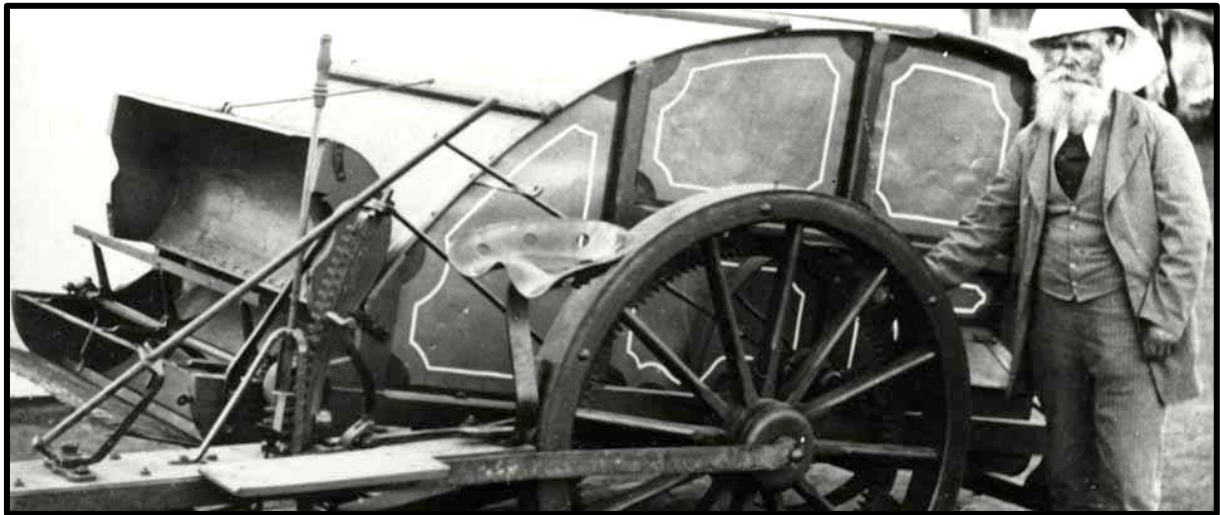
Much of the metal required for the manufacture of the company's implements was imported and most timbers sourced locally.



[collections.museumsvictoria.com.au]

COMPETITION

Bagshaw's main competitors in South Australia in the 1870s were Adamson Brothers of Hanson Street, Adelaide, James Martin and Son of Gawler, Mellor Brothers of Kapunda and importer Messrs Tuxford of North Terrace, Adelaide.



In 1863, Joseph Mellor opened a factory at Kapunda, with around 15 men supervised by his son James. It produced 110 reaping machines in 1864.

In late 1870 Bagshaws, by then the oldest business of its kind in South Australia, renamed its Elizabeth Street factory, which now extended west to Crowther Street and covered around three acres (around 1.21 hectares), as the Pioneer Works.

THE 1880s

In the mid-1880s Bagshaws employed about twenty-five workers during its peak season (the months leading up to Christmas) and was manufacturing around 225 winnowers, fifty chaff cutters and twenty-five corn crushers – collectively its main sale lines – per year.

From the late 1880s Bagshaws established sales agencies in New South Wales (the first was in Albury), followed by Victoria and Western Australia from the late 1890s.

Of these, New South Wales and Western Australia became the main intercolonial markets for Bagshaw machinery: competition among machinery manufacturers in Victoria was especially intense, making it difficult for non-local firms to penetrate the market.

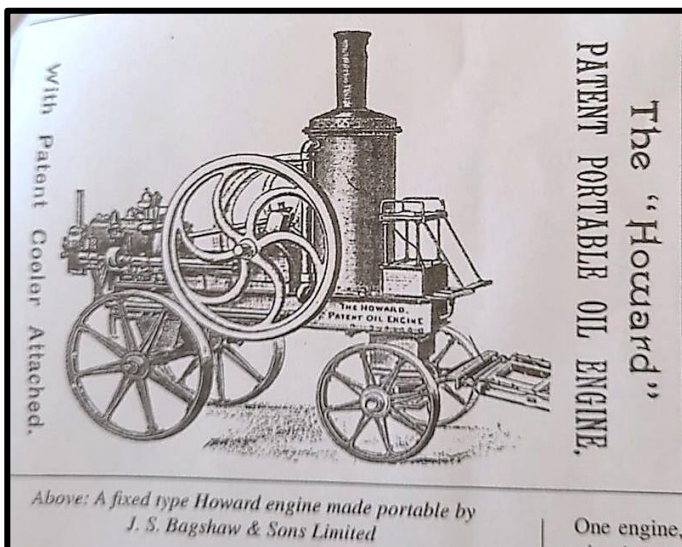
New products patented around this time by Bagshaws included in August 1881 'a Better, more Effectual and Safe Working Peg-drum Threshing Machine' and in July 1890 'an adjustable suspender for the better and more effectual working of the riddle hopper in winnowing and other machines'.

From 1891 the company also made a range of 'horse works', which allowed teams of horses to walk in a circular motion and thereby power stationary farm machinery such as butter churns, corn crushers, threshers and winnowers.

Agricultural Machinery, Implements, &c.—Judges—Messrs. R. Paterson, W. Ridgway, and M. McCallum. New machine, silver medal, J. S. Bagshaw and Sons—"Machine suitable for threshing wheat without breaking it." Adelaide stripping machine, silver medal, £3, James Martin and Co., Limited. Winnowing machine, £3, J. S. Bagshaw and Sons. Threshing machine, £3, J. G. Ramsay and Co. Horserake, £1, Australasian Implement Co. Judges' remarks—"Judges consider that the class threshing machine should be divided into two classes, one for farmers' work, and a class for the use of land-owners, where engines are used. They also consider that they should not judge class 247, steam-engine for general farm purposes, without the assistance of a practical engineer. Unenumerated.—Judges—Messrs. R. Paterson, W. Ridgway, and M. McCallum. A collection of farm implements shown by Messrs. J. S. Bagshaw and Sons was recommended for a prize.

Express and Telegraph, 12 September 1889, p3

1900 FURTHER PRODUCTION LINES



Into the early 1900s Bagshaws further extended its production lines to include bark cutters, currant and raisin grading equipment, grist mills, seed screens, wine and water pumps, wire-making machinery and (from 1905) petrol engines for driving agricultural equipment.

The company was also an agent for Howard oil engines and Allan petrol engines: Australian farmers had begun to use such engines from about 1900.

By 1905 Bagshaws – which the previous year had become a private limited company, Messrs J.S. Bagshaw and Sons Limited – was employing around seventy-five workers, rising to almost one hundred in the peak sales season. Its main South Australian competitors now, both local and importers, were Clutterbuck Brothers (Hindley Street), James Martin and Company of Gawler, H.V. McKay (North Terrace) and J. and D. Shearer of Mannum.

All of these companies benefited when the Lyne Tariff of 1908 substantially increased tariff levels on a wide variety of imports, including agricultural machinery.

1909 MILE END SITE PURCHASE

Bagshaws had by then almost outgrown its Elizabeth Street site. In October 1909 the company bought 11.23 acres, around 4.54 hectares, at the southern end of Victoria Street, Mile End from the South Australian Company for £2,000.

The site was close to the city and to transport links, in particular the newly opened Mile End Railway goods yard. A siding linking Bagshaws with the good yards was opened in early 1915. The move to Mile End was precipitated by a calamitous fire at the Elizabeth Street plant in early November 1910.



Mile End site by 1935 [West Maps Public]

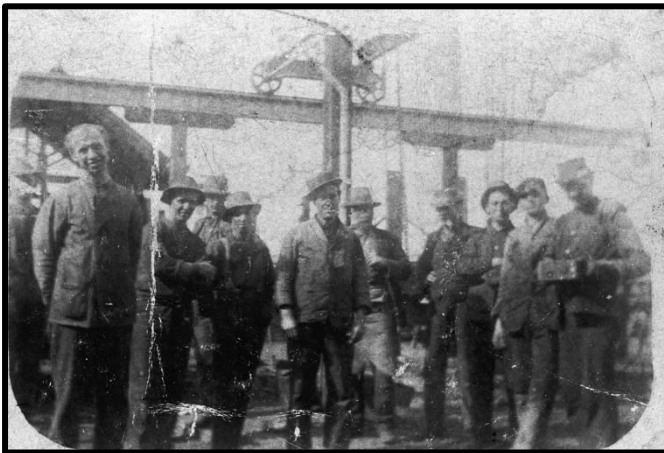
The Mile End factory, with just over three acres, around 1.22 hectares, of floor space and 32,000 feet, around 2,973 square metres of plate glass windows, opened for business in late September 1911.

A brick office block was in the northern part of the site. For many years the main northern entrance of the factory was covered in creepers and a fine lawn; the name 'Bagshaw' was spelt out in large letters across the top of the entrance.

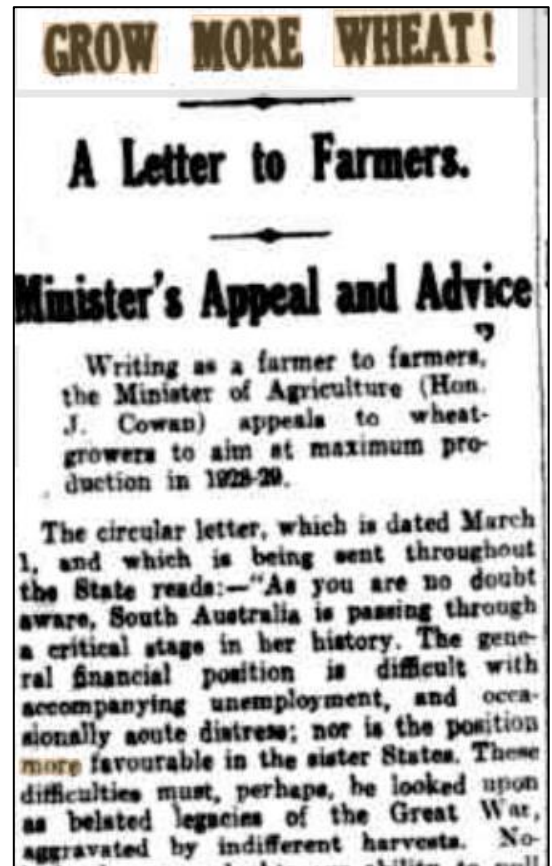
R.V. Cox was the factory's first manager. By the time the factory opened T.H. Bagshaw's sons Edward and Thomas had largely taken over management of the company as J.A. Bagshaw had no sons.

POST WORLD WAR ONE

Bagshaw and Sons was assisted by a run of good seasons during the first world war, then just after the war by both an initially lucrative move into motor body and railway rolling stock manufacture and a boom in the demand for its petrol engines – by the early 1920s the company claimed to be making around 1,000 engines per year. In 1922 Bagshaw and Sons employed around 250 workers and had 12,000 customers on its books.

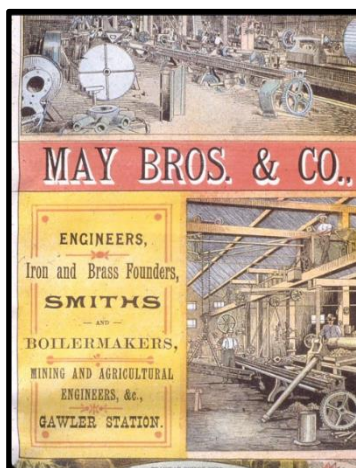


Employees of Horwood Bagshaw, Angus James Allen, centre front 1920 [SLSA B-58739]



Register, 27 Feb 1928, p9

Perhaps surprisingly, there were nonetheless signs of corporate distress. In giving evidence to a Prices Commission hearing in Adelaide in October 1920 Edward Bagshaw maintained that company profits during the war years had been 'very sick' (the company did not publicly reveal its profits).



In mid-1922 Bagshaw and Sons launched a failed merger bid with engineering and manufacturing firm May Brothers and Company Limited of Gawler.

[gawlerhistory]

THE HORWOOD CONNECTION

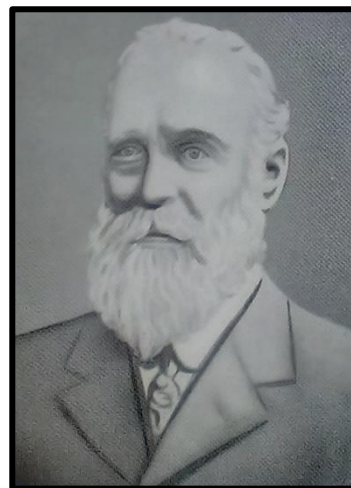
Joseph Henry Horwood (1841-1913) arrived in South Australia from Oldham, Lancashire, with his family aboard the *Baboo* in December 1848.

After schooling in Adelaide at J.L. Young's Adelaide Educational Institution, from 1858 Horwood gained experience in several engineering enterprises.

These included in the early and mid-1860s working at the Bendigo Iron Works, established by his older brother Joel in Victoria; from 1868 working with his younger brother John William Horwood in a Castlemaine (Victoria) iron foundry; in 1872 returning to South Australia to begin engineering work for a mining company in Moonta; and from 1875 managing Francis Clark and Sons, a well-established Adelaide machinery importing business operating in Grenfell then Blyth Streets.

In September 1882 Horwood went into business on his own account, taking over the engineering workshop of Samuel Strapps at the corner of Currie and Peel Streets to form J.H. Horwood and Company.

In March 1875 Horwood had married Maria nee Brooks (1845-1909); they went on to have seven children, four boys and three girls. One contemporary described Horwood at this time as 'a wonderful man, big, strong, white-whiskered and God-fearing'.



Joseph Henry Horwood



J. H. Horwood and Family, 1916 [SLSA B 46130 506]

J.H. HORWOOD AND COMPANY

J.H. Horwood and Company very successfully manufactured an array of products including pumps, windmills, well-boring tools, wool-scouring machinery and hydraulic hoists; it also sold petrol engines and second hand agricultural machinery.

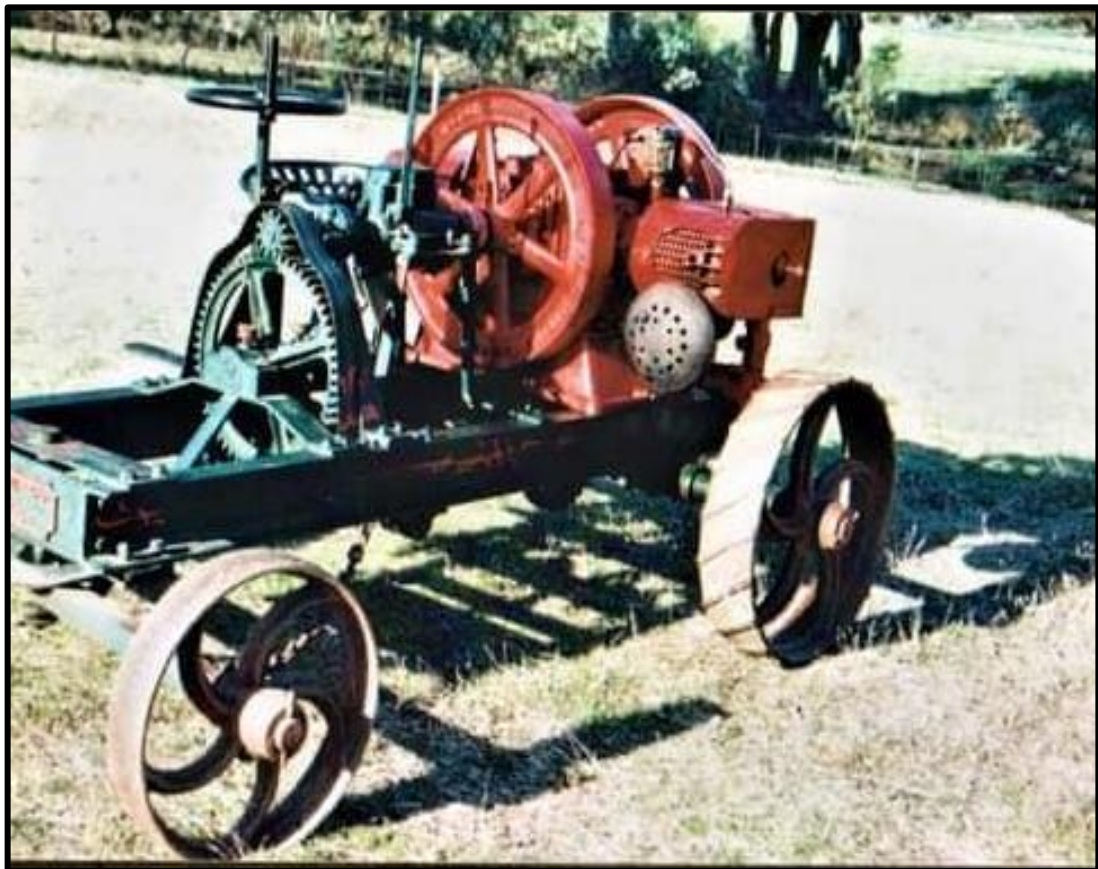
Early in 1906 the company set up a store and boiler yard in Franklin Street and later the same year moved their entire operation there (north side of Franklin Street, just west of Morphett Street).

In late 1896 Horwood and Company set up their first intercolonial branch in Coolgardie, Western Australia.

J.H. Horwood and Company Limited was formed in December 1912 when William Johnston Barker (1876-1966), a Victorian with extensive experience in agricultural machinery manufacture, took a substantial financial interest in the business and became managing director (J. H. Horwood had been in indifferent health for some time).



William Johnston Barker



Heusler Horwood Tractor, Manufactured 1913 [Booleroo Steam & Traction Preservation Society]

After inventing Australia's first steam-powered rock drilling machinery and pioneering the practice of tube-lining bores, in the years before the first world war Horwood and Company did especially well in the business of sinking bores and wells, soon doing so in every Australian state.



Farming at Parilla Bagshaw Winnower 1922 [SLSA B 17288-11]

In July 1921 Horwood and Company acquired Illman and Sons, an agricultural implement firm based in Balaklava, and moved more aggressively into the production of agricultural machinery, in particular reapers, winnowers and steel wagons. In the year to June 1923 Horwood and Company made a healthy net (after tax and depreciation) profit of £5,932.

THE MERGER, 1924

In late January 1924 Horwood and Company took over Bagshaw and Sons to form Horwood Bagshaw Limited; the company's starting capital was £250,000.

Barker became managing director of a six-member board.

Horwood Bagshaw's factory was based at Bagshaw and Sons' Mile End site. Horwood Bagshaw reorganised the factory by dividing it into two divisions, an agricultural machinery section and an engineering section. The latter concentrated on manufacturing boring, drilling and pumping equipment. In its first year Horwood Bagshaw employed around 450 workers in South Australia.



*Horwood Bagsaw running a milking set
[Stationery Engines in Australia /
facebook]*



ANDY SMITH (1889-1983)

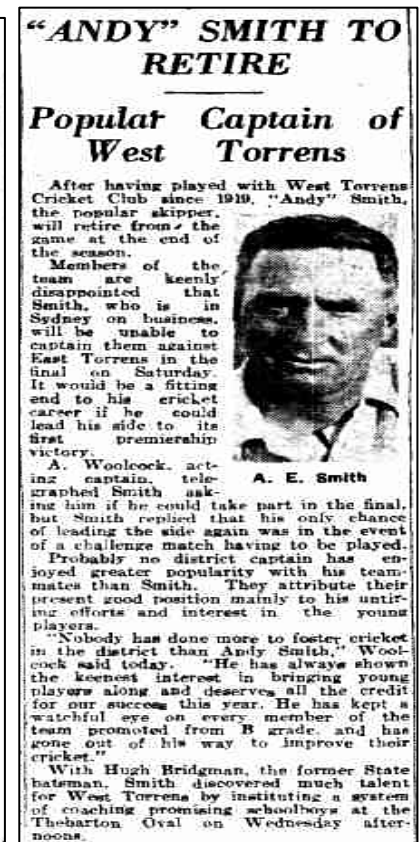
A.E. 'Andy' Smith (1889-1983) was appointed works manager of the Mile End factory. Smith went on to have a remarkably long association with Horwood Bagshaw. He had joined J.H. Horwood and Sons as an apprentice in September 1903 and had become an inaugural board member of J.H. Horwood and Company in 1912 and of Horwood Bagshaw in 1924.

Smith remained in charge of the Mile End factory until his retirement in September 1956, by which time he was known as Works Director. Smith was also joint managing director of Horwood Bagshaw in 1954-56. He retired from the board in 1967 after having worked with the company for sixty-four years – the longest-serving employee in its history.

The Smith family lived at 312 Henley Beach Road, Underdale (north side between Holbrooks Road and Mellor Avenue) from July 1915 until the death of Smith's widow Ann in October 1986.

Smith also played cricket for West Torrens in 1919-33, including several years as captain, was state cricket captain in 1921-22 and president of the West Torrens cricket club for thirty years.

Express & Telegraph, 15 Dec 1921, p4



News, 2 Mar 1933, p4



312 Henley Beach Road, 2023 [realestate.com.au]

HORRIE HORWOOD

H.R. ('Horrie') Horwood (1887-1958) was another long-time Horwood Bagshaw employee.

A son of J.H. Horwood, Horrie Horwood started work with Horwood and Company on the same day and in the same job as Andy Smith.

Horwood eventually retired from Horwood Bagshaw as general sales manager in September 1953 and at the same time resigned after almost thirty years on the company's board.

He was replaced as general sales manager by his son J.B. (John) Horwood (1916-1986).

H. Bagshaw Has Best Year Yet

Horwood, Bagshaw, Ltd., Adelaide agricultural implement makers, is easily maintaining its 10 p.c. ordinary distribution after its best year yet.

The company intends to raise £84,113 of new ordinary capital at par in a one-for-four offer to shareholders, both preference and ordinary.

With turnover "substantially in excess" of the previous year, net profit spurted to a new peak of £108,228, compared with £85,448, £56,655 and £34,301 in the three preceding periods.

Directors recommend a steady final distribution of 6½ p.c. on ord., but this year only 2 p.c. is labelled Mr. Horwood bonus as against 3 p.c. last year.

Including preference charges, the full year's dividends require only £30,698, or less than a third of the profit earned.

The conservative distribution leaves £77,530 for reserves, making a total of

£180,000 "ploughed back" out of earnings in the past three years.

The latest result is after increasing tax charge from £101,292 to £113,478, and providing £27,148 for depreciation.

The new issue will raise paid capital to £422,068, and has been underwritten by Don Bradman and Co. and Cutten and Harvey, of Adelaide "Change."

It will be offered to registered members on June 22 and is payable in full by July 12.

The final ordinary distribution, plus half-yearly 3 p.c. on 6 p.c. pref., is payable July 1 (books, June 19).

Mr. H. R. Horwood is sales director

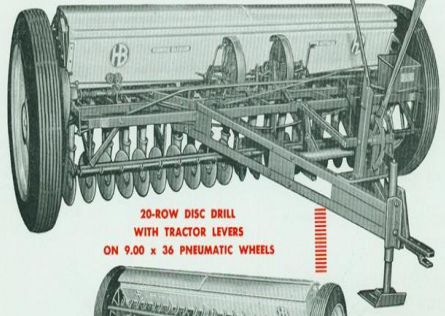


HORWOOD BAGSHAW

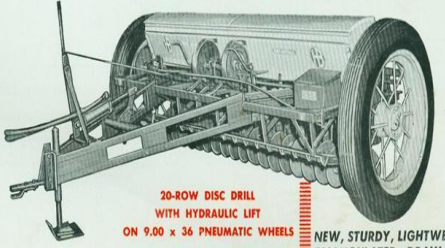
NEW DISC DRILL

The new Horwood Bagshaw Disc Drill is sturdily built for many years of superior trouble-free service. This machine is available with either tractor lever or hydraulic lift control, and a host of other outstanding features to give you the best possible results.

12, 16, 20, 24 ROW MODELS



20-ROW DISC DRILL WITH TRACTOR LEVERS ON 9.00 x 36 PNEUMATIC WHEELS



20-ROW DISC DRILL WITH HYDRAULIC LIFT ON 9.00 x 36 PNEUMATIC WHEELS

NEW, STURDY, LIGHTWEIGHT, TRIANGULATED DRAW-BAR WITH ADJUSTABLE HITCH TO SUIT TRACTOR DRAW-BAR HEIGHTS

THE "HB" DISC DRILL CANNOT BE CONVERTED TO A RIGID-TYNE OR SPRING-TYNE DRILL

[tractors.fandom.com]

Advertiser, May 29, 1953, p6

SHOWROOMS AND PROFITS



Currie Street, north side, 1926 [SLSA B 3601]

Horwood Bagshaw's first showroom was in Bank Street, Adelaide; in June 1926 the company moved to an impressive new 9000 square feet (836 square metres) showroom on the northern side of Currie Street, just east of Kingston Street.

Almost from the beginning the company had sales agencies in New South Wales – most notably in Hunter Street, Sydney – and in Western Australia. Western Australia and New South Wales were to remain Horwood Bagshaw's main interstate markets.

Horwood Bagshaw's net profit rose fairly consistently from £15,204 in 1924-25 (the company's first full year), with sales of just under £220,000, to over £20,000 for each financial year from 1924-25 to 1928-29. Like most companies of its ilk Horwood Bagshaw's profits tended to gravitate with the seasons (too much or too little rain), with export prices (falling wheat prices meant farmers sowed less wheat and were reluctant to buy new machinery), and with the state of the general economy.

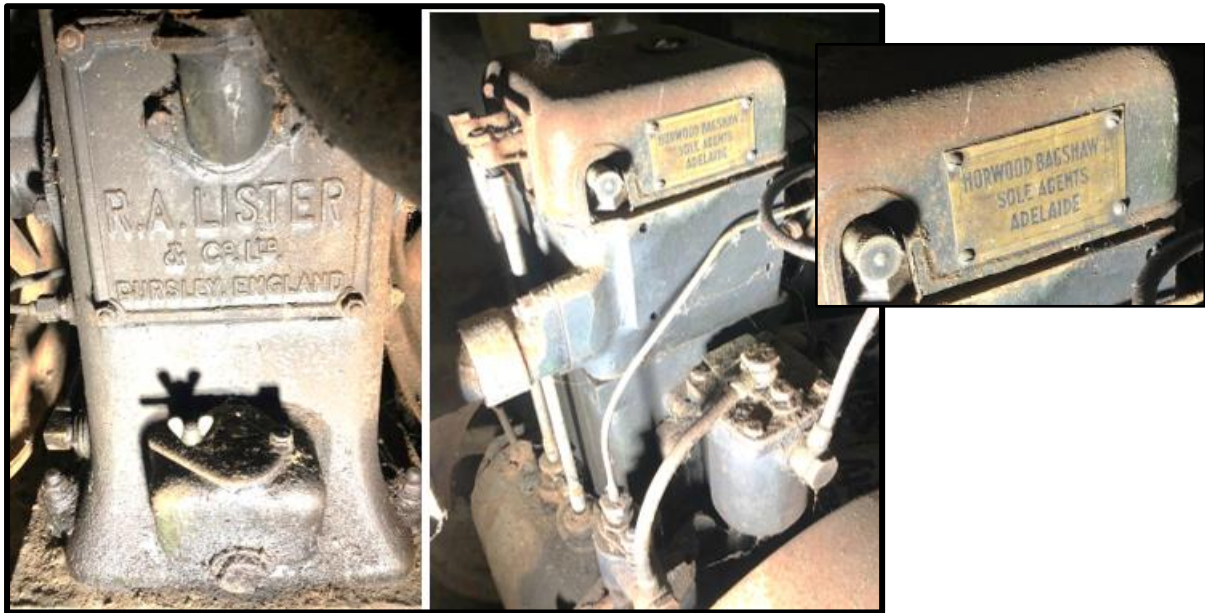
Horwood Bagshaw's success during the 1920s was driven by good agricultural seasons, tariff protection (notably the Greene tariff of 1921), the federal government's 'Grow more Wheat' campaign of the late 1920s, and a robust Australian economy. In addition the company introduced mass production methods at Mile End and operated a highly efficient sales and distribution network.

In November 1927 shareholders agreed to double the company's share capital to £500,000.

MANUFACTURING EXPANSION

As well as continuing to manufacture most of its constituent companies' production lines, Horwood Bagshaw's agricultural machinery range expanded to include grain elevators – for handling wheat in granaries and railway yards – harrows and scarifiers (both soil preparation implements), large scale hay rakes and balers, and seeder and fertiliser drills.

The company also sold British-made Lister engines and shearing machines – J.H. Horwood and Company had marketed Lister products from 1923 – and began assembling U.S.-made Hart-Parr tractors from 1925.



Tractors came into common use in Australia from the early 1920s but Horwood Bagshaw did not manufacture its own tractors until 1985.



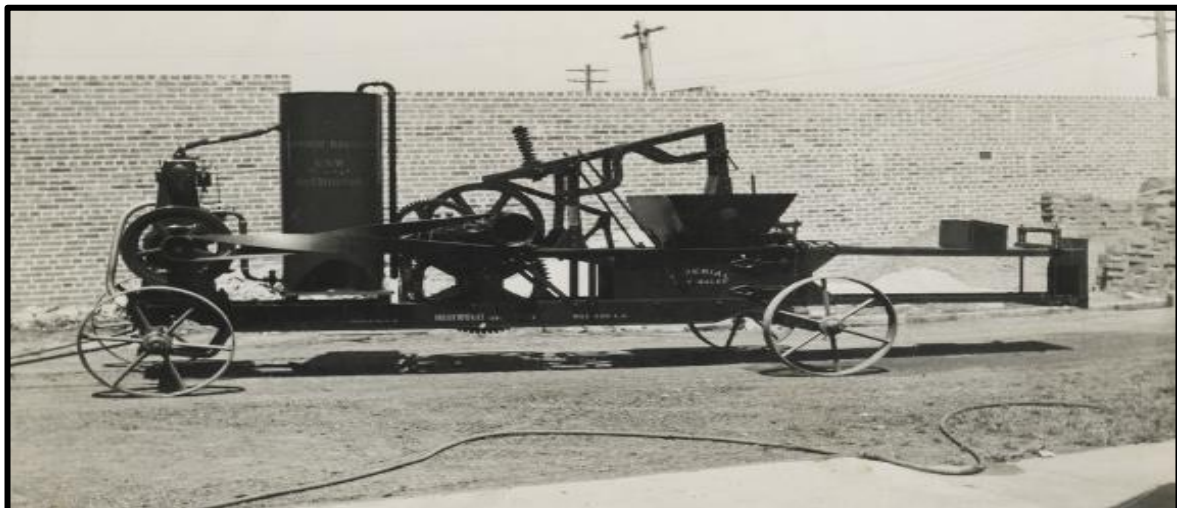
The company established a strong innovation program in which existing products were improved and new ones introduced. In 1926 Horwood Bagshaw produced a new spring release, rigid type cultivating drill and in 1927-28 incorporated a precision roller chain and ball bearings into its harvesting machinery.

More importantly, in 1927 Horwood Bagshaw marketed its first header-harvester, later known as a combine harvester, which combined the operations of reaping, threshing and winnowing and could harvest twice as quickly as the conventional stripper-harvester. In 1927 alone Horwood Bagshaw manufactured almost 1400 of the new harvesters.



[tractors.fandom.com]

From 1932 Horwood Bagshaw's header harvester was known as the 'Imperial' header-harvester; until the 1950s a number of the company's products had the name Imperial attached to them, including feed grinder-mixers, hay and fodder balers and seeders.



'Imperial' hay baler 1938 [SLSA B 68302]

SHEPHERD SUPERBROADCASTER

It wasn't unusual for Horwood Bagshaw to base its product innovations upon ideas first tried by farmers.

From 1928 the company made and sold the Shepherd Superbroadcaster, a highly successful engine or vehicle-drawn superphosphate broadcaster based on a 1927 patent taken out by well-known Kybybolite (S.A.) farmer-inventor 'Syd' Shepherd OBE (1852-1947).

The Superbroadcaster was not only sold in Australia but also encouraged Horwood Bagshaw's first forays into overseas markets including Britain, New Zealand and South Africa.

Horwood Bagshaw sold over 10,000 Superbroadcasters and the product was in use until at least the late 1960s.

GET ON WITH YOUR TOP DRESSING!

with the efficient help of a
HORWOOD BAGSHAW
("Shepherd" Patent)

Broadcaster

Now in its 19th year on the Australian market, Horwood Bagshaw's "Shepherd" Patent Super Broadcaster stands alone for thorough efficiency in the work it was created to do. There is nothing crude or temporary about the construction of this machine, which is emphasised by the fact that most practical graziers are still using the "Shepherd" Broadcasters built over eighteen years ago. One of its many virtues is the evenness with which it spreads a thirty-five foot strip every "round." As our illustration shows, there are types for use on trucks and buckboards, on drays, waggons and trolleys, or a complete unit in sulky type with shafts for horse draught. The Horwood Bagshaw Broadcaster has a slogan of its own, "Grass is the cheapest fodder." Write for catalogue to-day.

Over 12,000 in use in Australia!

HORWOOD BAGSHAW LTD.
(INCORPORATED IN A.S.A.)
78 Currie Street, Adelaide, S.A. and 34-38 Young Street, Waterloo, N.S.W.

TO HORWOOD BAGSHAW LTD.
Please send me your catalogue and prices of the Horwood Bagshaw ("Shepherd" Patent) Seed and Super Broadcaster.
NAME
ADDRESS

The Land (Sydney) 12 July 1946. p9

EMPLOYMENT OFFERS

Demand for Horwood Bagshaw's products was so strong that in 1927 the company introduced a night shift for its workers. Also, unusually for the time, Horwood Bagshaw workers were offered £30,000 worth of shares in the company as a part of their wage deals.

In February 1928 Horwood Bagshaw employed 625 workers at Mile End.

In the 1920s and 1930s the company's biggest South Australian rivals were probably J.L. Campbell and Company of Currie Street and Mile End and John Shearer and Sons Pty Ltd of Kilkeny. Shearer and Sons had been formed after the split of J. and D. Shearer of Mannum in 1904; in 2022 John Shearer Pty Ltd still has a factory at Woodville North.

DEPRESSION AND WORLD WAR 2

Horwood Bagshaw suffered badly in the Depression, failing to produce a net profit in every financial year from 1930-31 to 1935-36. The losses were driven by the slump in the general economy and falls in world wheat prices.

One result of the Depression was that Horwood Bagshaw stopped making car bodies and railway rolling stock, which had not in any case been part of the company's core business.

From about 1936 the company rebounded well, helped by rising tariffs on imported agricultural equipment, posting net profits of £1,916 in 1936-37, £13,548 in 1937-38 and £7,499 in 1938-39 (wheat prices had fallen again in 1938-39).



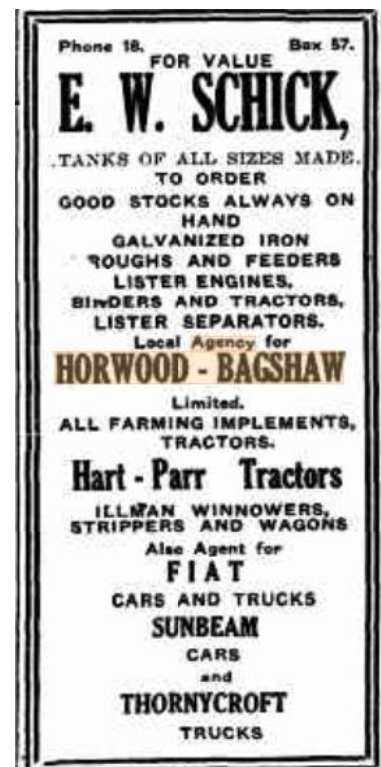
Staff of Horwood Bagshaw 1930 [SLSA B 58718]

In November 1932 Horwood Bagshaw in Adelaide had employed just over three hundred workers; by mid-1939 numbers were over five hundred. In the late 1930s Horwood Bagshaw sold about 30% of its output to interstate markets; in 1937 for example the company had over ninety sales and service outlets in New South Wales and in mid-1937 opened a new Sydney showroom in Young Street, Waterloo.

In South Australia most country towns of reasonable size had a Horwood Bagshaw agency.

The second world war brought immense challenges. During the war Horwood Bagshaw diverted its production to military items including engines, aircraft parts, anti-tank gun parts, fuel and bilge pumps and field cookers; well drilling and pumping equipment was manufactured for military operations in the Middle East.

At one point in the early 1940s Horwood Bagshaw employed a staff of eight hundred at Mile End working day and night.



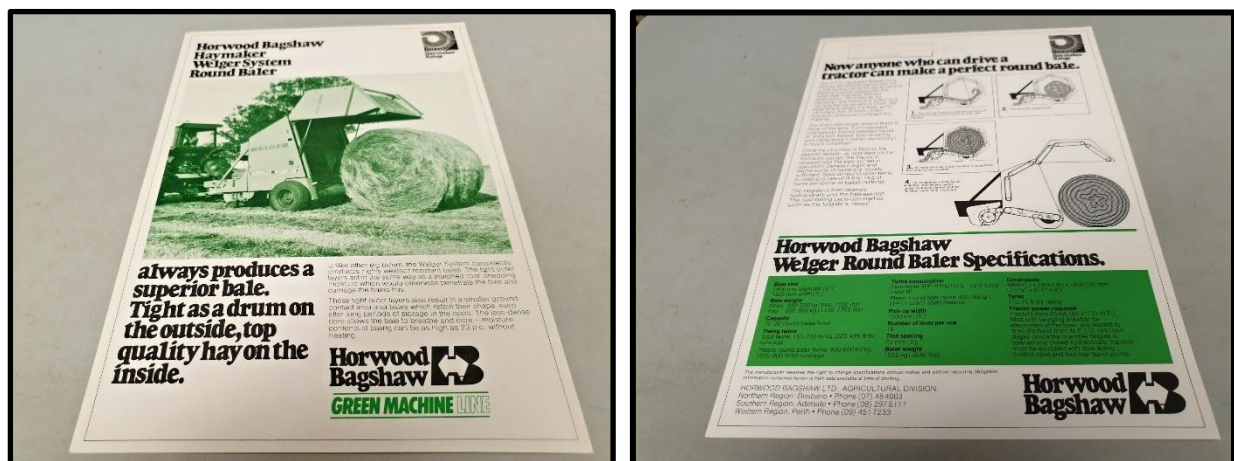
Murray Pioneer and Australian River Record, 15 Feb 1929, p4

Net profits increased during the war from £7,499 in 1938-39 to £10,583 in 43-44 to £11,252 in 1944-45.



McCormick-Deering tractor and Horwood-Bagshaw harvester 1938 [SLSA B 68300]

Very early in the war Horwood Bagshaw had been able briefly to continue its research and development program: in 1940 the company produced Australia's first Pick Up Haybaler, which for the first time allowed the making of hay bales to be done by machine. Horwood Bagshaw's press advertisements called the baler 'a truly sensational advance in the science and practice of fodder conservation'.



From 1944-45 Horwood Bagshaw undertook the enormous task of reverting to the production of agricultural and general engineering equipment. The transformation was assisted by an almost decade-long run of good seasons, high export prices for agricultural products, increasing mechanisation and a surging national economy. After a patchy beginning because of material and labour shortages the company's net profit rose from £11,735 in 1945-46 to £34,301 in 1949-50 to a record £157,338 in 1953-54. In October 1945 Horwood Bagshaw had employed around four hundred workers; the number rose to six hundred in 1949 and 650 in early 1954.

MANAGEMENT CHANGES

W.J. Barker retired as managing director of the company in December 1946 after thirty-four years and was replaced by long-time company employee Bruce Hope Farrow (b.1898). (Barker became chairman of directors, a position he held until 1956).

Farrow remained managing director until his death in January 1954. He was replaced in November 1956 by Roland Bateman (d.1980).

POST WAR PRODUCTION

In the early 1950s Horwood Bagshaw's interstate sales rose to around 80% of its total revenue. In mid-1954 the company moved its Sydney operations to a 0.78 acre, around 0.32 hectare, factory at Parramatta Road, Granville.

While previously Horwood Bagshaw had sent its products interstate in completed form, the Granville factory allowed it for the first time to send component parts from Adelaide for reassembly in Sydney. As well as maintaining its strong links with New South Wales and Western Australia, in the 1950s Horwood Bagshaw also attempted, with varying success, to boost sales in Queensland and Victoria.

The company's main competitors in South Australia in the 1950s and 1960s were David Shearer Limited of Mannum, John Shearer and Sons Limited of Kilkenny and Massey Ferguson Australia Limited of North Terrace.



MILE END FACILITY, 1954

From just after the war Horwood Bagshaw progressively reorganised and reconstructed its Mile End plant, culminating in a reopening of the facility in late April 1954 by the state premier (Sir) Thomas Playford.

With an array of new equipment and procedures in place, the plant was considered by industry observers to be among the most sophisticated of its type in the southern hemisphere. F.R.W. ('Ron') Charlton (1918-2002) was works manager of the new facility.

During the 1950s and 1960s around six hundred farmers, agents, rural youth club members and agricultural studies students were shown around the factory each year.

As a result of poor seasons, low export prices and tighter availability of credit, in the mid-1950s Horwood Bagshaw's net profits fell to £67,200 in 1957-58. Profits increased over the rest of the decade to £135,779 in 1960-61.

Horwood Bagshaw introduced several technical innovations in the 1950s and early 1960s. In 1950 for example the company pioneered the electric arc welding of the steel used in agricultural machinery and the subsequent development of welded frames for such machinery.

FRANCHISE AGREEMENTS

In 1949 the company began manufacturing at Mile End under a franchise agreement the Canadian Cockschtut diesel tractor, which to that time had the largest ever cutting blade (fifteen feet, around 4.6 metres) used in Australia.

From 1950 Horwood Bagshaw manufactured under franchise the U.S.-invented Jayhawk elevating sweep rake which substantially reduced the cost of making and stacking hay.



1964 Cockschtut 1900 Tractor[hemmings.com]

Horwood Bagshaw also began to manufacture under franchise a range of new Australian land clearing implements, among them the Blacker harrow attachment (1953), the Olsen stump rower, the Franklin scrub rake and the Jumbo scrub pusher (1956) and in 1959 the Wake scrub rake.

In the late 1950s Horwood Bagshaw also built its first large capacity grain harvesters fitted with 150 bushel bins, facilitating bulk handling practices in harvesting. In 1961 the company introduced the Vacuum Pick Up Clover Harvester – an implement it continued to manufacture until the early 1990s – and the Vacu-Vator, a pneumatic method of bulk handling.

The 3 steps for your Fodder Conservation



BROADCASTER

FODDER YOUR STOCK INSURANCE POLICY—Conservation of this vital commodity consumes time. Horwood Bagshaw offer you three implements which reduces this factor to the minimum and will produce maximum results.



WINDROWER



ELEVATING SWEEP-RAKE

- 1. TRAILER BROADCASTER**
for the speedy and even spreading of super, can be fitted with seeder attachment. Reseeding and Supering in one operation.
- 2. WINDROWER**
Self-propelled, works up close to fences and obstacles, turns short, never has to back swath or run over crop. Lays a fluffy heads up windrow, fast curing and drying. Only one handling and less leaf damage.
- 3. JAYHAWK ELEVATING SWEEP-RAKE**
Provides a fast method of gathering hay for either loading for cartage or stacking in paddocks. Reduces handling and leaf damage.

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HB

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BAGSHAW

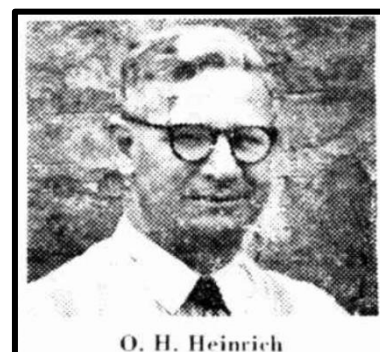
SOUTH AUSTRALIA

VICTORIA STREET,
MILE END, S.A.

and their subsidiary:
MITCHELL & CO. PTY. LTD.
Footscray, Vic.

O.H. ('Ossie') Heinrich (1903-1970) was the director of Horwood Bagshaw's research and development section in the 1950s and early 1960s.

He was also a director of the company in 1947-70 and was awarded an OBE for services to agriculture in 1960.



O. H. Heinrich

Chronicle 2 Nov 1950, p11



**HORWOOD
BAGSHAW**

**EARNSHAW
PATENT**

CLOVER HARVESTER



SIMPLE 5 STAGE HARVESTING PROCESS

1. Highly efficient section pick-up sucks up only threshable material.
2. Makes light work of threshing even the most difficult types of clover.
3. Conveys material pneumatically to the cleaning section.
4. Versatile cleaning unit gives good samples over a wide range of varieties.
5. Cleaned seed is elevated pneumatically to the seed bin—eliminating possibility of seed damage.

From drawbar to middle cover of the 'HB' Clover Harvester, all of 5 continuous stages are performed smoothly and efficiently, ensuring maximum profits from your crop. Satisfactory field performance is achieved by the efficient combination of these 5 stages, so maintaining a uniform flow of material through the machine at all times. These advantages have made the 'HB' Clover Harvester a clear leader in field performance.



**4-FOOT OR 7-FOOT
PICK-UP DUCTS!**

GROUND PREPARATION

Ground preparation is of paramount importance in clover harvesting. Different localities often require different preparation, but ways have been evolved to prepare almost every sub clover and barrel medic crop for harvesting with the Horwood Bagshaw Clover Harvester. Ground preparation for this machine is usually different from that required for broom or sheep skin roller plants. The following are the main broad stages:

1. Remove overburden (by mowing, grazing, slashing, burning or windrowing).
2. Harrow or Scarify (using harrows or combine).
3. Float burrs to surface (light harrows on their backs or mallee branches behind spreader).

NEW AND REVOLUTIONARY — THE 'HB' CLOVER HARVESTER

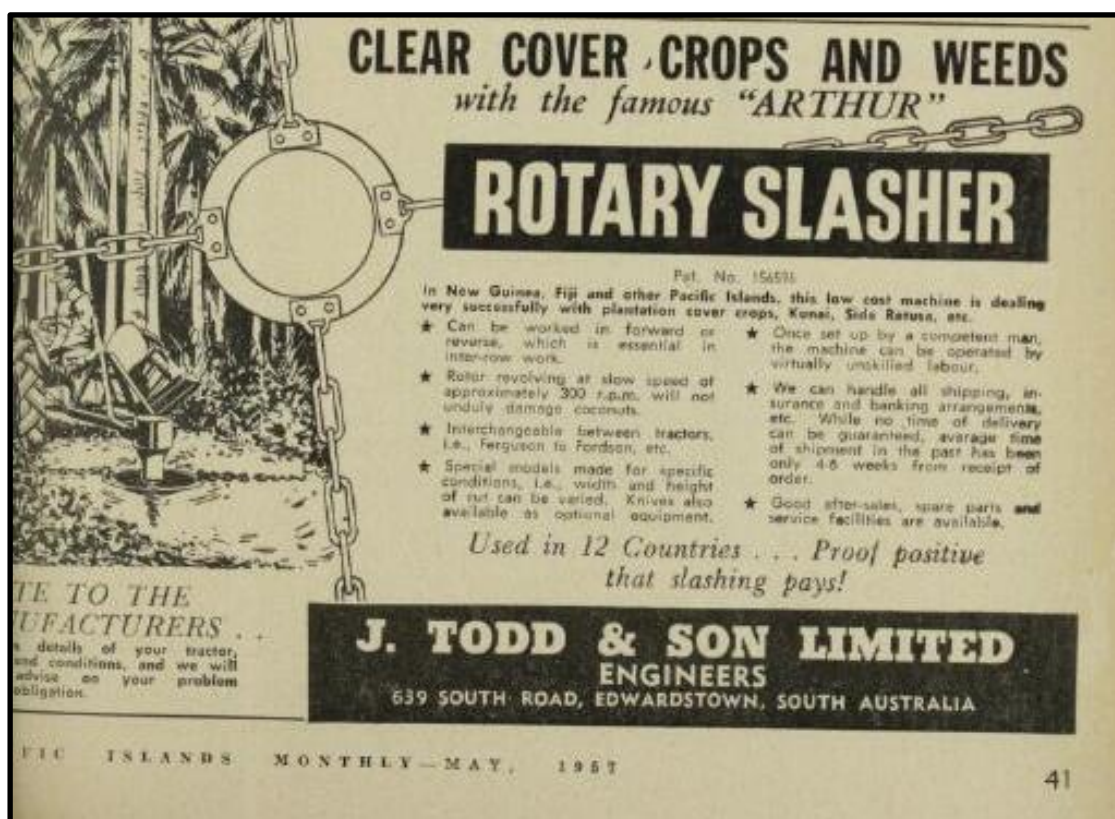
[collections.museumsvictoria.com.au]

ACQUISITIONS

Horwood Bagshaw's buoyant profit levels from the late 1950s allowed the company to acquire other firms operating within the industry.

In April 1958 Horwood Bagshaw spent £500,000 to acquire the Victorian firm Mitchell & Co Pty Ltd, allowing the company to produce an array of smaller agricultural implements to which it had previously not had access.

In October 1959 Horwood Bagshaw bought J.Todd and Son, a general engineering business based on 7.34 acre, around 2.97 hectares, at the southern corner of South Road and Edward Street, Edwardstown.



CLEAR COVER CROPS AND WEEDS
with the famous "ARTHUR"

ROTARY SLASHER

Pat. No. 154571

In New Guinea, Fiji and other Pacific Islands, this low cost machine is dealing very successfully with plantation cover crops, Kona, Side Rassa, etc.

- ★ Can be worked in forward or reverse, which is essential in inter-row work.
- ★ Rotar revolving at slow speed of approximately 300 r.p.m. will not unduly damage coconuts.
- ★ Interchangeable between tractors, i.e., Ferguson to Fordson, etc.
- ★ Special models made for specific conditions, i.e., widths and height of cut can be varied. Knives also available as optional equipment.
- ★ Once set up by a competent man, the machine can be operated by virtually unskilled labour.
- ★ We can handle all shipping, insurance and banking arrangements, etc. While no time of delivery can be guaranteed, average time of shipment in the past has been only 4-6 weeks from receipt of order.
- ★ Good after-sales, spare parts and service facilities are available.

Used in 12 Countries . . . Proof positive that slashing pays!

J. TODD & SON LIMITED
ENGINEERS
639 SOUTH ROAD, EDWARDSTOWN, SOUTH AUSTRALIA

TE TO THE
UFACTURERS . . .
a details of your tractor,
and conditions, and we will
advise on your problem
obligation.

FIC ISLANDS MONTHLY—MAY, 1957

41

Pacific Islands Monthly, May 1957, p41

During the 1950s and 1960s Horwood Bagshaw was increasingly inconvenienced by a shortage of space at Mile End. In various purchases from October 1943 to August 1967 Horwood Bagshaw bought a total of just under 1.2 acres, around 0.49 hectares on the southern side of King Street at the northern end of its site.

This took the total size of the site to 12.41 acres/c.5.02 hectares. Nonetheless, space remained at a premium. Optimistic of future growth, in March 1953 Horwood Bagshaw had bought 27.5 acres, around 11.13 hectares, at Dry Creek, South Australia to act as a storage and assembly area. The first building on the site, with 30,000 feet, around 0.61 acres, of covered space, was opened in 1959.

HORWOOD BAGSHAW ENGINEERING LTD

From 1960 Horwood Bagshaw began moving its engineering activities to the former Todd and Sons site at Edwardstown; the business there was renamed as Horwood Bagshaw Engineering Limited. (The company bought more land at the site in August 1968).

In 1960 Horwood Bagshaw absorbed E.B.J. Chaplin and Company Limited and the Chaplin Crane Hire Service of Birkenhead into its engineering division.

Horwood Bagshaw Engineering Limited's main activities were the building of structural steel garages and outbuildings (e.g. hay, implement and shearing sheds); designing, fabricating and supplying steel to the building industry; all forms of general machining including forgings, fittings and welded fabrications; and the manufacture and maintenance of boilers, drilling equipment and mobile cranes.

From the early 1960s Horwood Bagshaw placed special emphasis upon its engineering division in an (in the event unsuccessful) attempt to diversify its revenue base and thereby reduce the impact of weather-related downturns on its fortunes.

125TH ANNIVERSARY

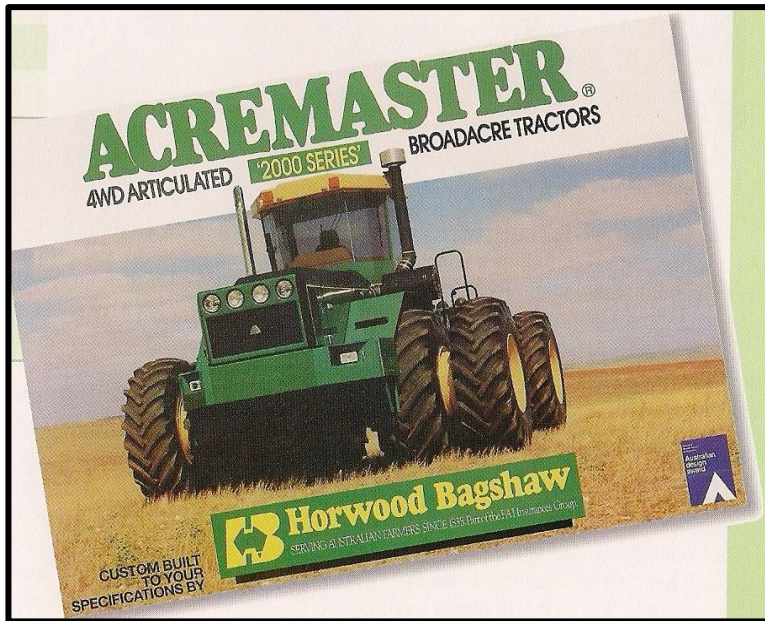
In March 1962 A.J.S. Howe (d. August 1973), Horwood Bagshaw's former sales director, became group managing director of the company, replacing Roland Bateman. In the first half of the 1960s the company's net profits rose solidly to a record £231,030 in 1964-65.

Occasional strike action by workers at Mile End – by sixty ironworkers and moulders in May 1960 and by metal workers in April 1964 for example – did little to slow growth.

When celebrating Horwood Bagshaw's 125th anniversary of agricultural implement production in 1963 Howe proclaimed that it was the oldest surviving manufacturer of its kind in Australia and 'among the fourth oldest of such firms in the world'.

With its products handled by dealers and distributors in eight hundred outlets around Australia the company also maintained, probably accurately, that it manufactured the largest range of agricultural implements in Australia – in the early 1960s Horwood Bagshaw made around thirty different agricultural products.

In January 1963 Horwood Bagshaw acquired the Victorian firm of Daniel Harvey Pty Ltd, thereby adding orchard, vineyard and broad acre tillage implements and fruit graders to its output.



[tractors.fandom.com]

In March 1964 Horwood Bagshaw launched a successful £387,600 takeover of the Baltic Simplex Machinery Company Limited of Melbourne, a company well known inter alia for its fertiliser spreaders, hay balers and hammer mills (machines that crushed grain into a coarse flour, usually to be fed to livestock).

By 1965-66 the Horwood Bagshaw group of companies included sixteen subsidiaries, most acquired over the previous decade.

EXPORTING

A distinguishing feature of the early and mid-1960s for Horwood Bagshaw was the substantial development of its export program as a part of a six-firm consortium, Australian Farm and Industrial Equipment Manufacturers.

Although it had earlier undertaken small scale exports, the company's decade long export drive meant that by 1968 it was exporting machinery to thirty countries in Africa, Asia, Europe and South America. From 1963-64 to 1965-66 exports rose by 115%.

By the late 1960s around 10% of Horwood Bagshaw's annual turnover was derived from exports. Among many other transactions Horwood Bagshaw sold drills and seeders to South Africa, tillage implements to the Philippines, cultivators to Burma and the Todson rotary slasher (to clear undergrowth) to New Zealand and the Solomon Islands.

In the mid-1960s Horwood Bagshaw employed just over nine hundred workers Australia-wide, with a little over seven hundred in South Australia, mainly at Mile End. The company's peak workforce numbers came in the late 1960s when it employed just over one thousand workers Australia-wide.

SUFFERING LOSSES

From the mid-1960s increasingly worrying signs emerged for the Horwood Bagshaw group. In 1965-66 and 1966-67 net profits halved from the high of 1964-65. Then in 1967-68 the company suffered its first net loss – \$229,992 – in decades. More perturbingly, after a small net profit in 1968-69 Horwood Bagshaw recorded consecutive consolidated net losses from 1969-70 to 1971-72 totalling just over \$1.62 million.

In 1969-70 most of Horwood Bagshaw's struggling Victorian operations were transferred to Mile End. Despite this, from December 1969 to December 1970 the workforce at Mile End was more than halved to just over three hundred.

Horwood Bagshaw blamed the losses on a combination of drought, a depressed local economy and, from November 1970, the introduction of significant tariff cuts to many types of agricultural machinery (by 1970 Australia and New Zealand had the highest manufacturing tariffs among industrialised countries). But it was also plain that Horwood Bagshaw was losing market share to rivals like John Shearer and Sons Ltd.

THE MATS PLAN, 1968

The Metropolitan Adelaide Transport System (M.A.T.S.) plan released by the state government in August 1968 had suggested that the Horwood Bagshaw site at Mile End could, among many others, be purchased to enable the development of infrastructure that would satisfy Adelaide's future transport needs.

Although the plan was shelved in 1970 many landowners, including Horwood Bagshaw, remained fearful that eventually their properties could be compulsorily acquired by the government.



Adelaide's proposed freeways, 1974 [ozroads.com.au]

In October 1972 Horwood Bagshaw sold their Mile End site to the Commissioner of Highways for \$1.5 million. The company's losses of 1969-72 had also clearly contributed to its decision to sell the land since at the same time it also disposed of its Dry Creek holdings.

THE FATE OF THE MILE END SITE

The sale included a leasing arrangement whereby Horwood Bagshaw could continue to occupy the site for at least eight years. Most of the key plant, machinery and stock were removed by 1975-76 (at a cost of just under \$520,000) but the company continued to operate a small spare parts and service centre on the site until the early 1980s.

The site was also put to other uses during these years: most notably, in 1985-92 it was a storage centre for equipment used in the Australian Formula One Grand Prix. The site nonetheless became sadly run down during this time.

In 1993-94 a joint initiative between the South Australian Urban Land Trust and a private developer, Kinsmen Pty. Ltd., saw the site developed into a high quality medium density residential estate. (Before the development could go ahead the Thebarton Residents Association insisted that the site be examined thoroughly to ensure it was free of industrial contaminants).

The residential portion of the 9.91 acre, around 4.01 hectare, estate consisted of 88 new, mainly one- and two-storey dwellings on small, individual title allotments. The public housing component of the estate was capped at twenty per cent.

The development featured an underground electricity supply, oriental plane trees planted as street trees and a central neighbourhood park, Mile End Common, of 2.7 acres, around 1.1 hectares.

The development's streets were named for individuals who had played key roles in Horwood Bagshaw: Bagshaw Way, Barker Court, Farrow Place, Horwood Close and Illman Place. Residents moved into homes on the site from April 1994.



Mile End Common [westtorrens.sa.gov.au]

A small circular building from the Horwood Bagshaw era remains on Mile End Common though it is used, somewhat incongruously, to house public lavatories.

THE FATE OF HORWOOD BAGSHAW

At about the same time as selling its Mile End plant Horwood Bagshaw bought the business of David Shearer Ltd of Adelaide Road, Mannum for \$120,000.



Shearers became the Mannum division of Horwood Bagshaw. From 1973 Horwood Bagshaw divided its operations largely between its Edwardstown and Mannum sites, then from the late 1970s began to centralise operations in Mannum.

By the mid-1980s all of the company's key activities were based in Mannum. In 1977 the Mannum division of Horwood Bagshaw had employed approximately 380 people which at the time was about 60% of the town's workforce.

Although Horwood Bagshaw returned to profitability in the early to mid-1970s, partly on the back of the creation of new mining and industrial divisions, declining earnings in the latter part of the decade, including a 1977-78 loss of \$1.51 million, brought intense corporate scrutiny. (John Shearer and Sons Ltd had made a takeover offer for Horwood Bagshaw as early as March 1974).

Unsurprisingly to close observers, in June 1981 Horwood Bagshaw was taken over by its largest shareholder, Lawrence Adler's FAI Insurances Limited.



The 1980s were dismal for Horwood Bagshaw. The company made losses for almost every year from 1981-82 to 1986-87, culminating in a \$7.752 million loss in 1986-87. In January 1985 it was forced to sell its Edwardstown site.

Although other agricultural machinery manufacturers were also suffering during the period – 1986-87 was the worst sales period for agricultural machinery recorded in Australia to that time – large sections of the market plainly had lost faith in the declining Horwood Bagshaw brand.

In December 1987, when it had 147 employees and accumulated losses of \$21 million, Horwood Bagshaw was placed into receivership by FAI Insurances. The company remained in receivership until May 1990 when FAI effected a debt-for-equity swap to become the company's 100% shareholder.

After further profit struggles in the 1990s, in March 1998 Horwood Bagshaw was purchased by Peter Sweeney's Adelaide-based Sweeney Investments. After Sweeney focused Horwood Bagshaw's production solely on its best performing lines, seeding and tillage equipment, the company slowly returned to reasonable profitability. In 2018 Horwood Bagshaw claimed that its Scaribar range of tillage and seeding equipment allowed it to hold 15% of the Australian market in such products.



Horwood Bagshaw, Scaribar Brochure, 2008

The company also did well from manufacturing grader scrapers for ground excavation and levelling. In 2018 Horwood Bagshaw had about twenty-five employees at Mannum and over eighty dealerships across Australia.



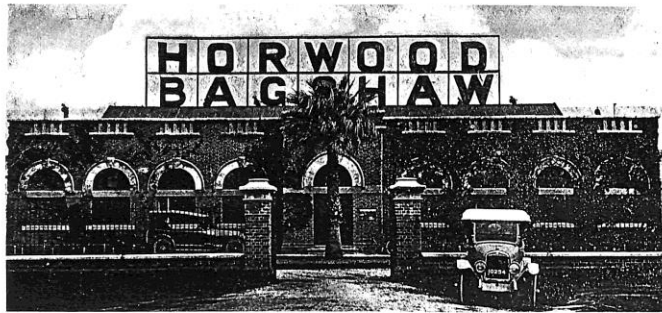
After four years on the market Horwood Bagshaw was bought by Netherlands-domiciled multinational corporation CNH Industrial Australia in May 2018; CNH bought the Mannum site itself in May 2021.

Although the company's glory days may be over, after almost a century in operation Horwood Bagshaw continues to make a substantial contribution to Australian agriculture.

South Australia's Contribution to Agricultural Progress!

**HORWOOD
BAGSHAW
MACHINERY**

*Makes its Way
by
the Way its Made*



Entrance to the Offices and Works of Horwood Bagshaw, Ltd. Mile End, S.A.

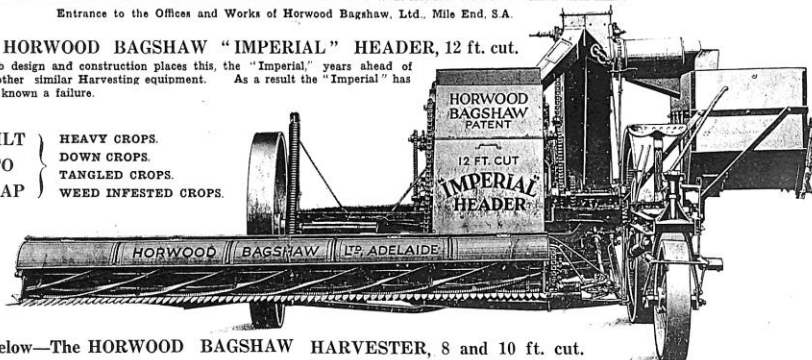
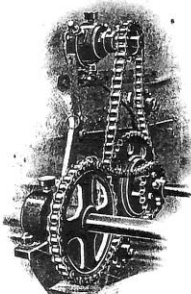


The HORWOOD BAGSHAW "IMPERIAL" HEADER, 12 ft. cut.

Superb design and construction places this, the "Imperial," years ahead of any other similar Harvesting equipment. As a result the "Imperial" has never known a failure.

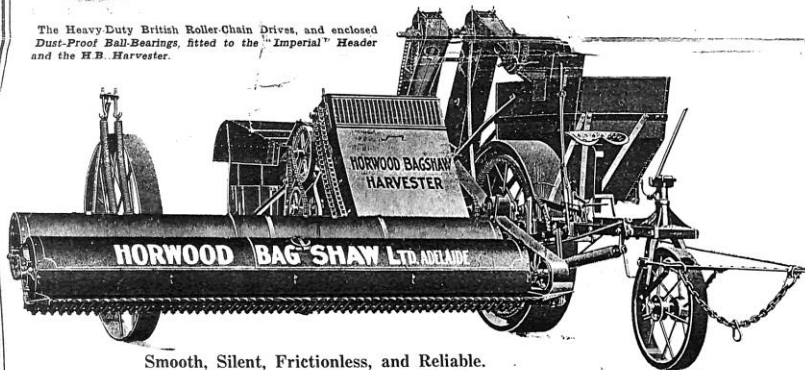
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TO
REAP

HEAVY CROPS.
DOWN CROPS.
TANGLED CROPS.
WEED INFESTED CROPS.

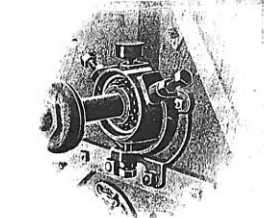


Below—The HORWOOD BAGSHAW HARVESTER, 8 and 10 ft. cut.
with similar workmanship and material as the "Imperial" above.

The Heavy Duty British Roller-Chain Drives, and enclosed Dust-Proof Ball-Bearings, fitted to the "Imperial" Header and the H.B. Harvester.

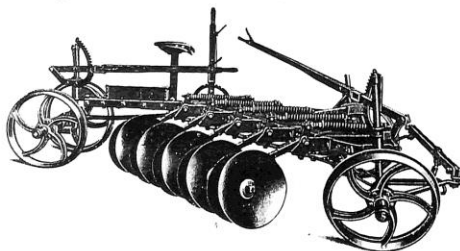


Smooth, Silent, Frictionless, and Reliable.
Like a Good Horse—A Pleasure to Handle.

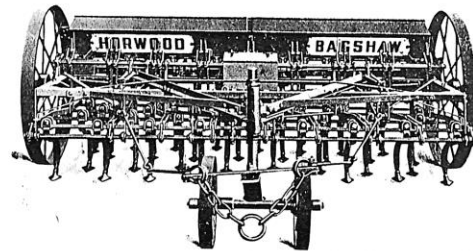


A close-up view of the Heavy-duty double row Ball Bearings, with felt washers and covers removed.

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The HORWOOD BAGSHAW TWIN DISC CULTIVATING and FALLOWING PLOW has larger Discs, All-Steel Construction, and Alemite Lubrication. Made in 3 sizes—10, 12, and 14 Discs, standard or wide tyres.



Why does so much seed fail to germinate? Our S.J. COMBINES SOW RIGHT UNDER THE SHARE, on a firm wide seed-bed, giving better germination, with good cultivation, and a perfect tilth.

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