

1910-1919

- The original shareholders of the company included Simon and Ephraim Marks and Thomas Spencer (of Marks and Spencer). Their early involvement ended in 1917 when they went to fight in the First World War¹⁰.
- In the early days Simpsons manufactured an amazing range of goods from boot polish to jelly crystals; from mincemeat to temperance wines. All the recipes were carefully recorded by William Simpson and many of his notebooks survive to this day¹¹.
- A secret recipe for lemon curd was one of the company's earliest successes. Lemocreme, followed a little later by Lemocurd and Lemocheese, all became trademarks of the company¹². Pottery jars for lemon curd (designed for return and re-filling) were recently unearthed during building work for the new pouch facility.
- The First World War brought sugar shortages and problems of preservation. The preservation of fruit without sugar became commonplace and William's notebooks are full of data and formulae on questions of preserving¹³.
- During the war Simpsons acquired its first motor lorry. It had solid tyres¹⁴. Prior to this most goods were transported to Urmston station by horse and cart and forwarded by rail. After the war, William bought his first car, a Daimler¹⁵.

¹⁰ According to the records book kept at the time they were "called to the colours" (kept in safe)

¹¹ Simpsons 1975 anniversary brochure

¹² E.M. Pickles, 1960, The Garden Factory: The story of Simpson Ready Foods Ltd

¹³ *ibid*

¹⁴ L.M.Simpson, 1990, Talk to Stretford Local History Society

¹⁵ *ibid*