

1920s

- The twenties brought the introduction of many new products, including many confectionery lines such as piping jellies, specially sieved jams, bottled fruits, pastry flours and canned sweet puddings¹⁶.
- The Goblin ever ready pudding was launched in four sizes and eight flavours, sultana, lemon, currant, college, ginger, date, fig and Christmas pudding – ‘one for every day of the week and two for Sundays’¹⁷.
- Mrs Simpson is said to have had a dream which inspired the brand name Goblin which has been used on many Simpson’s products since 1929¹⁸.
- A growing workforce enjoyed factory days out by open topped bus to places such as Wales (insert image)¹⁹.
- The factory became known as ‘The Garden Factory’ because there was a sunken garden and orchard on the site of the current cannery (which was built in the 1960s). The surrounding area was also relatively undeveloped²⁰.
- Annual Morris dancing displays were practised on the spacious lawns then surrounding the factory and performed at local fetes.²¹ These dances were performed by factory staff dressed in yellow to advertise Lemocreme²².

¹⁶ E.M. Pickles, 1960, The Garden Factory: The story of Simpson Ready Foods Ltd

¹⁷ ibid

¹⁸ ibid

¹⁹ Photograph and according to William Simpson Dec 2009

²⁰ E.M. Pickles, 1960, The Garden Factory: The story of Simpson Ready Foods Ltd

²¹ March, 1927, Milling and the National Baker

²² E.M. Pickles, 1960, The Garden Factory: The story of Simpson Ready Foods Ltd