

## 1930s

- Gertrude Simpson died suddenly in February 1931. Two days later William also died aged 70<sup>23</sup>.
- Following the death of his parents, the young William Simpson, not yet twenty one, found himself guardian of his twelve year old younger brother, winding up his parent's estate and running the day to day business of the factory<sup>24</sup>.
- He was advised by the family doctor to sell the family home in Sale and move into a hotel until he was more established in his new role. The two brothers moved to the Woodcourt Hotel, Brooklands Drive, Sale, then being run by Miss Catherine Gray<sup>25</sup>.
- In 1931 the company gave William Simpson a 21<sup>st</sup> birthday party (insert image)<sup>26</sup>.
- Trading conditions were unfavourable during the early thirties but William met the challenge, extending the factory and launching new products such as the highly successful 3d. meat pudding in a tin (1935)<sup>27</sup>. This product was in production for 73 years. The last one came off the line at 13:43 on 11<sup>th</sup> Oct 2008.
- In September, 1933, the name of the firm was changed from William Simpson (Manchester) Ltd to Simpson Ready Foods Limited<sup>28</sup>.
- In 1937, the younger son, James, entered the business and in due course was appointed a director and secretary of the company<sup>29</sup>. Miss Catherine Gray, a qualified dietician, also joined in a full time capacity and was later to appear on all the company's labels<sup>30</sup> (need image)

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<sup>23</sup> Obituaries in the press – in archives

<sup>24</sup> L.M.Simpson, 1990, Talk to Stretford Local History Society

<sup>25</sup> *ibid*

<sup>26</sup> *ibid*

<sup>27</sup> E.M. Pickles, 1960, The Garden Factory: The story of Simpson Ready Foods Ltd

<sup>28</sup> *ibid*

<sup>29</sup> *ibid*

<sup>30</sup> L.M.Simpson, 1990, Talk to Stretford Local History Society