

1950s

- The fruit and Lemocreme business declines and is eventually discontinued. The company began to focus more on canned meat products and ready meals.
- The 'ready dinner' – a complete meal of selected beef, vegetables and gravy, was a great success³⁹ and the meat pudding in a tin continued to be a bestseller nationwide⁴⁰.
- In 1953 one of the first chicken processing plants in the country was set up and a large modern refrigeration plant was installed to handle the hundreds of birds which passed through the plant daily⁴¹. This project was discontinued in 1969⁴².
- In 1957 Simpsons introduced the flat pie can to the British market⁴³.

1960s

- In 1965 Simpsons were the first to put a pork pie in a can and also the first to put black pudding in a can⁴⁴.
- Export of Goblin products to Canada results in a flood of fan mail from ex-patriots struggling with high meat prices⁴⁵.

³⁹ L.M.Simpson, 1990, Talk to Stretford Local History Society

⁴⁰ Conversation with William Simpson December 2009.

⁴¹ L.M.Simpson, 1990, Talk to Stretford Local History Society

⁴² *ibid*

⁴³ *ibid*

⁴⁴ *ibid*

⁴⁵ Letters stored in archive. Also press article 'Who needs LSD with this item available', Mon Nov 6, 1967, Toronto, The Telegram