Packed fuel (x) information, 1935

Well put together, 1st Prize

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What parts of the Empire are supplied with the goods
which are produced in your own neighbourhood?

When I heard that we were about to enter for a Geographical Essay Competition, my interest was aroused, as is usually the case when one is about to tackle something new. The dismay experienced when I heard that the subject was to deal with exports from our own neighbourhood, cannot be imagined, and I was positive that I should have been bored before the completion of the work. However, when we ourselves began to find out what local factories there were, and when our Geography Mistress corresponded with the managers of those factories enquiring about their exports to the British Empire, some of the replies we received were so unusual and unexpected that my interest was resurrected.

Our neighbourhood is the Urban District of Hitherland, five miles North West of Liverpool in South West Lancashire. There are a number of factories and workers which export to all parts of the World, including the British Empire. In some cases, the managers invited us to inspect their works and see the processes of manufacture. Most of the firms not only export goods to the Empire, but also import their raw materials from the colonies, and after manufacture send back the finished article.

The Richmond Sausage Factory, which has its premises in numbers 7 and 11, Dinacre Road, Hitherland, is only a small branch of the big firm, and yet, their letter was one of those which gave me a shock. The idea of lines of sausages being exported to Malta, Bramia, West Coast of Africa, Newfoundland, West Indies (British) and Straits Settlements seemed rather funny. Shortly, the factory hope to dispatch sausages to
Gibraltar, Ceylon, and British India. Bryant and May limited, in Dinaore Road, produce match sticks for home consumption. Their export business is transacted in London, but Bryant and May possess factories in parts of the British Empire. People who buy cars and bicycles by part-exchange often wonder what becomes of the rubber tyres and fittings of their old machines. These tyres are sent to a firm which deals in reclaimed rubber. In Hawthorne Road, Salford, there is a big yard, stacked with rows of old rubber tyres, which are to be melted down and used in the manufacturing of new types of rubber products. The yard belongs to the North Western Rubber Company, and 10% of their production is exported to India, Australia, and also South Africa, but the business is small owing to fact that they have reclaiming plants abroad; a large branch being in Canada. The Liverpool Tanning Company Limited, Field Lane, Salford, exports tanned hides to New Zealand, Canada, and the West Indies, but this exportation is insignificant, compared with home consumption of leather in these countries. The Liverpool Electric Cable Co. in Dinaore family, was one of the factories which offered us the opportunity to view their works, their letter informed us that they exported cables to Australia, New Zealand, the Union of South Africa, and Rhodesia. One of the first things I noticed was the copper wire, imported from Canada and Australia, being stretched and pulled by machine until it was the required thickness and then slowly moved on, to the next part of the machinery. The copper wire is used as conductor of the electricity, and layers of metal, braids, and other protective materials, are wound round the wire respectively, dear from Canada and Australia, is used for the sheath round the wire, and is covered with jute wrappings the jute being imported from India. Various machines coat the cable
with insulating wax, vaseline, or petroleum, wound steel-wire round for protection, add rubber as a further insulant, and the final covering is a layer of coloured cotton or silk braid. I saw the rubber as it was being made into long strips about three feet wide, passing over hot rollers until it was the required thickness, and being left to cool. The machinery in the works is amazing. One plant, which was pounding the lead, had a pressure of three thousand tons on every square inch, a marvel of invention. Many different coloured bobbins were used in the weaving of braids and the machine which did the weaving caused about seven bobbins to revolve at the rate of 8,000 times per minute, until the thread was wound off all the bobbins and woven into a long braid. A particular thing which I noticed, was the stacking of many coils of raw fleece on shelves, with EXCISE written in block capitals and australasia as the place of destination. None of these coils are submarine, but great numbers are used in mines.

Collinson's & Co. Limited, are leather traders, and sent works in Field Lane. All they leather they sell is tanned in country Collinson's once exported to Canada, Australia and New Zealand, but now only export to South Africa, India, and occasionally to Canada. Countries possessing their own hides are finding it cheaper to raise and cut them without exporting, owing to the expense of duties when sent abroad. Although their employees manufacture goods for export, the German Tannery and Trinidad Lake Asphalt Company in our locality does not actually export the products themselves. This is arranged by the branch in London, and the finished production is sent there first, thus causing indirect export from our neighbourhood. Wherever you go to Australia, the Bahamas, India, Mauritius or New Zealand, I think that I can vouch for it, that you will be able to buy some kind of leather.
Biscuit, so extensive is the amount of export business carried out. Not only is the exportation world-wide, but the firm in question also imports its raw materials from almost every part of the British Empire. During my visit to the very modern Biscuit Factory, I saw Mass Production in all its glory. Biscuits, many and varied, being out, out, baked, cooled, sorted, decorated, some chocolate-coated, packed, wrapped up, labelled, gummed and either put in the cool store room, or sent at once to the firm's own Branch Railway Depot, in the Factory yard. Then the guide who conducted us over the factory showed us the machine which packed the biscuits in cardboard cartons, and five consecutive wrappers round the box, labelled and sealed it, and not once had the carton been touched by hand. A rather interesting story was told me by the guide, about one of those cartons. A packet of the biscuits had been washed up on to East Coast of North America, and the man who found it ate the biscuits, and sent the box back to Jacobs, telling them that their goods were very tasty, and exceedingly well packed.

W. E. Cadilles and Son Limited, 27 Stanley Street, Liverpool, have a large export business, but mainly with non-empire countries, particularly the colder countries of the world, such as Norway, Sweden and Denmark. They supply golden syrup, and Old Fashioned Black Treacle to Canada, South Africa and a little to the West and East coasts of Africa, Australia, New Zealand were once important customers, but now they possess their own factories. Jam is the next item to be dealt with on my list of exports, and this jam is supposed to be one of the most famous makes in the world. It is William Hartley Limited. It starts export to all parts of the globe, but most of the business is done indirectly, through their factory in London. However, Canadians and the
people of Newfoundland must like jam too much to allow for the loss of time incurred in sending it first to London, and our local factory exports directly to the two British Possessions across the Atlantic. Printed matter is also exported from our neighbourhood, and this expensive task is promoted by the B. R. Limited, in Tintree. Primarily they are lithographic printers, and a subsidiary part of the business is the manufacture of folding cardboard boxes, and most of which are printed by the Photo Litho. off-set. Nearly all the world markets are closed to printed matter, and even the Irish Free State has a prohibitive duty on English Printing. The tariffs imposed are very high, ranging from 50 to 60 per cent. However, the firm regularly despatches large number of labels to Singapore for the Canned Pineapple Trade, and to Ceylon for packet tea. Labels are sent to Calcutta for tea packed in casks, tight tins and Australia is supplied with labels for canned shellfish. Thousands of grease-proof labels are exported to Newfoundland for attaching directly to hulled salmon. Tin boxes of every kind, shape and description are manufactured for export from Beales' Tin Works and Canada. South Africa, Australia and the Canaries islands are supplied with the goods. The British can Company in Bridge Lane, Walton also specializes in tin boxes, and exports indirectly to India, South Africa, Canada, and Jamaica. This indirect exportation is due to the fact that their products are used to pack other commodities, such as to tobacco, condensed milk, fruit, metal polish, and powder. Some empty tins are exported to South Africa; these are wrapped in water-proof paper and sent to Ceylon for use as metal polish containers. My favourite coffee is the next thing which I discovered to be exported. The natives of India are so well-trained...
like good coffee, and are supplied partly by the William's
Coffee Limited, Waterworks Street, Bristol. They export their
manufactures to practically every part of the British
Empire, but the following are their largest customers:
Aden, India, Canada, British East and West Africa, and
South Africa. To prevent affection by climatic conditions,
tins going abroad, are sealed with adhesive tape,
and packed in sacks lined with tin. Unfortunately the
British Enka Artificial Silk Company of Crantree do
not now export their products to the British Empire
owing to Japanese Competition. Smith's Potato Chips Ltd,
in Ormonde Road, Crantree, export to all the colonies
of the British Empire, since Colonial Potatoes are often useless
for making into Potato Crisp. They would export
considerably more were it not for the fact that Crisp
on account of their bulk and lightness are expensive at
present freight rates. A lot of potato chips are consumed
on liners plying between England and colonies.

The Maccani Company export to every part
of the world and toys of every variety, especially
the maccani type are sent to Canadian children,
New Zealand children, little Indian boys and girls, and
whenever else the arm of civilisation stretches.
Automatic telephone exchange apparatus, and signalling
equipment are supplied to India, South Africa, Canada,
Australia, and New Zealand by the Automatic Electric
Company Limited, the Stranger Works, Liverpool. One of
the most interesting and informing letters was sent to
us by the Howard Baker Limited, Thurnall Seaport,
Birnie Road, Liverpool. Almost, the whole of the Empire
is acquainted with one brand or other of their soap.
In India, ships call at the ports of Bombay, Calcutta,
Karachi, Madras, and leave boxes of soap from Messrs.
Howard Baker, Penang, and Singapore in the British Malay receive exported soaps. The islands of Ceylon and Mauritius are also regular customers. Howard Baker export soap to West and South Africa, Australia, New Zealand, Gibraltar, Malta, Cyprus, British West Indies, Jamaica, Trinidad, Demerara, and Barbados. The household and soft soaps, disinfectants, and polishes are all manufactured at their Works. They receive enquiries from all over the world. They have forwarded to us letters sent to them, relating to their trade in soap with the following parts of the British Empire—Cape, Singapore, Zanzibar, Vancouver, and Straits Settlements.

The large amount of export business which this essay has enabled me to find out and which is transacted by apparently insignificant manufacturing factories in this district of Scotland is amazing. This land is not a district which produces any raw material for export; it is a strictly manufacturing area, and for its size, export business accomplished is colossal. Through the letters which I have read concerning the buying of British goods abroad, I have found that there is a great and growing demand for them not only in the Empire but in other parts of the world. Critics often say that boys and girls at school know many useless things about the countries and capitals of Europe, but know practically nothing about their own locality. This essay has created an intelligent interest concerning the factories and works in my neighbourhood, and has stimulated my keenness for discovering more about the British Empire whose trade is so extensive. I never imagined that small firms could be connected with so many
different parts of the Empire, nor that in India, Australia, Ceylon, Trinidad, and other parts of the Empire, someone at least is dependent on the soap, leather, food, and other goods which are manufactured in Etherland, this small yet busy part of a great Empire.
Map showing locality covered in essay within 1, 2, 3 mile radius of Litherland Central School.

Scale: 2\(\frac{1}{4}\)" rep. 1 mile.