



EST.



1881

Preserving Quality for over a Century



"A FINE JAM SHE GOT US INTO"

THE HISTORY OF F DUERR & SONS

FOURTH EDITION

**THE HISTORY OF
F DUERR & SONS
1881 – 2002**

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OUR EARLIEST LETTER HEADING

Dated 12th February, 1906.



PRODUCTS PRODUCED IN 2002

Jams

Marmalades

Pure Fruit Spreads

Reduced Sugar Jams

Reduced Sugar Marmalades

Extra Jams

Peanut Butters

Mincemeat

Fruit Curds

Apple Sauce

Cranberry Sauce

Mint Jelly

Mint Sauce

Fruit Fillings

120 YEARS OF DUERRABILITY

How can one possibly condense the story of a century into a small booklet and yet capture all the important headlines.

Sadly archives are never as good as one would wish but I have gathered together any interesting photographs that are available and various family members have helped to fill in the gaps.

I was too concerned with keeping the business going to create this at the time of our company centenary in 1981, but now, thanks to the excellent team I have around me, it has become possible and I hope you enjoy reading the Duerr story.

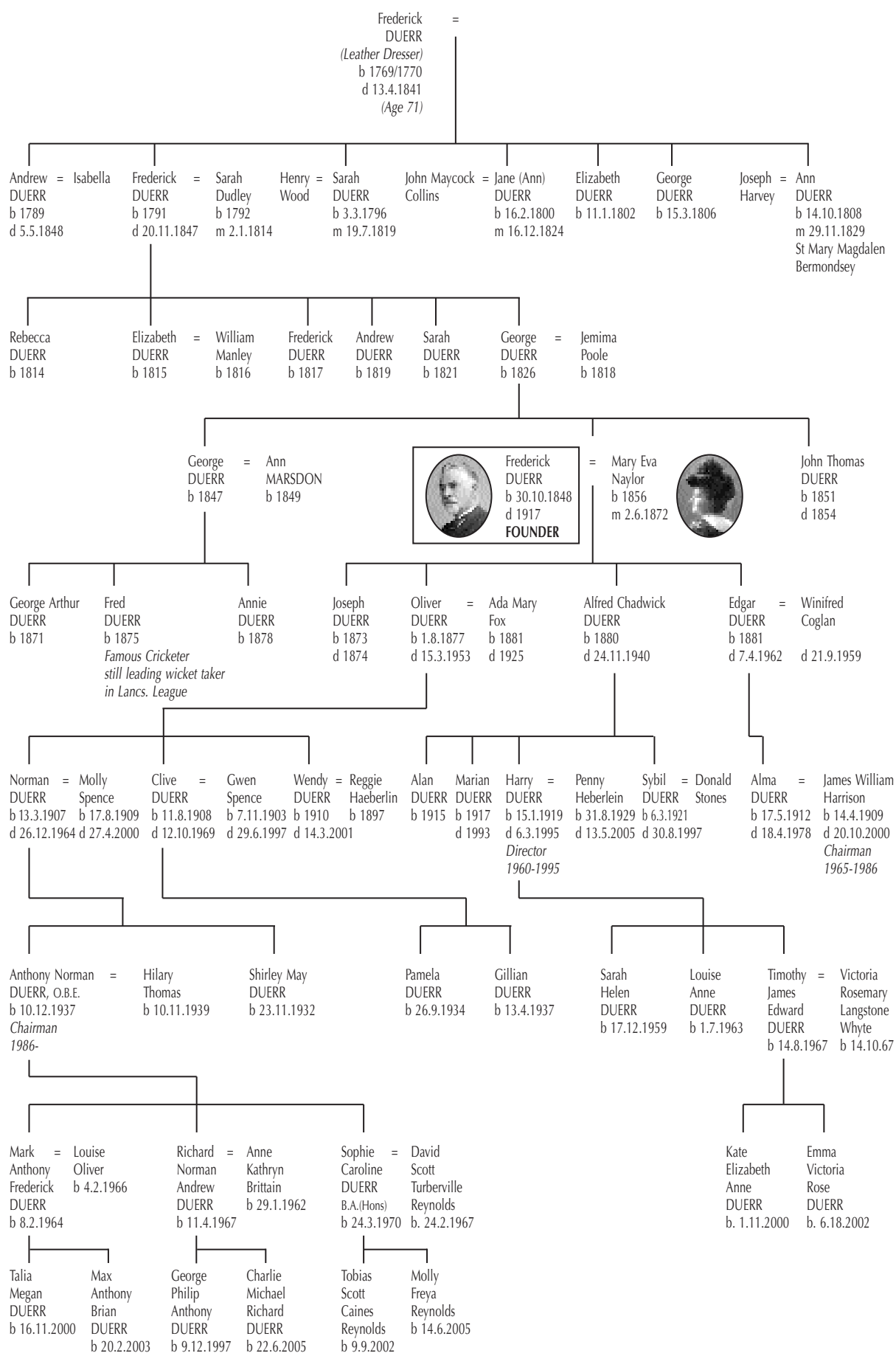
For the last 40 years I have felt the presence of my forbears guiding and cajoling me and I am pleased, and proud, that not only are we still a family business but that we have managed to turn our old factory into a modern, efficient and hygienic food production unit.

I would like to take this historic opportunity to thank everyone who has worked at Prestage Street in the last 120 years for their support through good times and bad. The same applies to all our customers, without whom nothing would have been possible.

It is a privilege to be Chairman in 2002 and I hope that my successors will manage to keep Duerr's as a family business for many years to come.

TONY DUERR, O.B.E.
Chairman
2002

Family Tree (since 1770)



The Directors of Duerr's over the last 120 years



*Frederick Duerr
Born-1848
Died-1917*



*Oliver Duerr
Born-1877
Died-1953*



*Alfred Duerr
Born-1880
Died-1940*



*Edgar Duerr
Born-1881
Died-1962*



*Norman Duerr
Born-1907
Died-1964*



*Clive Duerr
Born-1908
Died-1969*



*Tony Duerr
(Chairman)
Born-1937*



*Jim Harrison
(Chairman 1965-1986)
Born-1909 Died-2002*



*Harry Duerr
Born-1919
Died-1995*



*Mark Duerr
(Managing Director)
Born-1964*



*Ken Bonwick
Born-1929
Retired-1994*



*Andy Collinson
(Financial Director)
Born-1952*



*David Penkethman
(Executive Director)
Born-1943
Retired-2002*



*John McWilliams
(Commercial Director)
Born-1952
Retired-2000*



*Paul Dineen
(Operations Director)
Born-1956*



*Richard Duerr
(Sales & Marketing
Director)
Born-1967*

120 FRUITFUL YEARS

THE HISTORY OF F DUERR & SONS

This is the story of the vision and foresight of one man, Fred Duerr, and the successful achievement of five generations of the family in developing the business in the face of the Great Depression, two World Wars and surviving the recession in the 1990's.



Fred Duerr

1848
 Certificate of the History of a Business of Duerr, Illinois at the County of Duerr, Illinois.

STATE OF ILLINOIS, COUNTY OF DUERR, Illinois, this 30th day of October, 1848, I, the undersigned, Clerk of the County of Duerr, Illinois, do hereby certify that the following is a true and correct copy of the original record of the birth of Frederick Duerr, as recorded in the County of Duerr, Illinois, on the 30th day of October, 1848.

First Name	Second Name	Third Name	Fourth Name	Fifth Name	Sixth Name	Seventh Name	Eighth Name	Ninth Name	Tenth Name
Frederick	Duerr	George	Duerr	Leitch	George	Leitch	Leitch	Leitch	Leitch
born	at	the	place	of	the	County	of	Duerr,	Illinois,
on	the	30th	day	of	October,	1848.			

WITNESSED my hand and the Seal of the County of Duerr, Illinois, this 30th day of October, 1848.

[Signature]
 Clerk of the County of Duerr, Illinois.

Birth Certificate of Frederick Duerr 30th October 1848

THE FOUNDATION OF THE BUSINESS

Fred Duerr was born in 1848 at Bridge Street, Bermondsey (just near Tower Bridge) into a family of leather dressers. This was the trade of his father, George (born 1806) and grandfather, Fred (born 1770). According to the "London Tradesman" which was published in 1747 this was the hardest of the trades associated with the leather industry; "It is a dirty nauseous business". It was well paid, but leather dressers had to be strong and it was difficult work.

George & Jemima Duerr (nee Poole) decided to move to Bristol and then in 1851 to Northampton (to be near to the shoe industry) along with young Fred and his elder brother, George (aged 4). A third son, John, was born in Northampton soon after their arrival.

In 1872 Fred (aged 24) took as his bride Mary Eva Naylor who was only 16, and they were married in Leeds. Their first home was at 2 Barnfield St., Heywood, near Rochdale, where the first of their three sons, Oliver, was born in 1877. The birth certificate gives Fred Duerr's occupation as Commercial Traveller, so he had already started to be 'upwardly mobile', and had left the well paid but unpleasant world of leather dressing behind. He went on to work as a Commission Agent in grocery.

In 1881 Fred lived at Moss Cottage off Bamford Road, Heywood and a meeting with Honest John Butterworth – the Buyer of Heywood Co-operative Society near Rochdale was to change Fred's life. At that period there was trouble with all kinds of unsavoury additions being put into food instead of just the product on the label. Indeed one of the principles of the first co-operative society, The Rochdale Equitable Pioneers was "Pure food at reasonable prices, not adulterated." The Heywood buyer was experiencing similar difficulty and complained that he was not able to obtain preserves of sufficiently high quality. He asked Fred if Mary, whose jam making skills were legendary locally, would consider supplying the Co-operative. "I will take all you can make" he promised.

At first all the cooking was done by Mary in her kitchen in Heywood with Fred trundling the jars of jam in a handcart to the Co-operative in Heywood. However, soon the business became so successful that he ran out of storage space.

In 1884, Fred purchased a house in Audenshaw Road, Guide

EXTRACT FROM THE CENTURY'S PROGRESS DATED 1890

Fred. Duerr, High-class Fruit Preserver, Guide Bridge, near Manchester.—In the manufacture of preserves no house in Manchester or the vicinity bears a better reputation than that of Mr. Frederick Duerr, of Guide Bridge. After many years of varied and valuable experience in the business, Mr. Duerr created the works in 1884. They are admirably situated in a fine open stretch of country, between Manchester and Ashton, and they rank among the most complete works of the kind in the country. The principal building is of ample size, and every part is filled up in a thorough style, with plant and apparatus of the latest and most improved description. A large number of hands are employed. The basement is used mainly as a store-room for prepared "stock," which is made from fresh fruit when in season. In all, there are about thirty-five thousand square feet filled with various kinds of fruit masses, which are kept for consumption in the winter months. Mr. Duerr's preserves are made by a new and reliable method of fruit preserving, perfected by Mr. Duerr himself, the result of several years of careful observation and experience. He claims by his method that the fruit is thoroughly preserved, and under ordinary conditions will keep good for a greater length of time than by the old method. The boiling-house is on the first floor, and is a spacious and well-appointed department in which a number of copper preserve kettles are in constant use. After each boiling the result is carefully tested, and then forwarded by a special of meticulous team service to the packing-up and labelling rooms. Here a score or so of cleanly-dressed girls are busily employed in filling the jars with the required quantity and then labelling them and making them up into parcels. An extensive business is controlled by the firm in the manufacture of its various specialties, and its constantly increasing character is ample evidence that the articles are giving every satisfaction and admirably meeting the requirements and tastes of the people. Mr. Duerr is well known for his superior skill in selecting fruit of the proper season, and for sound judgment as to the precise time when the fruit is at its best for preserving. All the fruit is chosen by the proprietor—it is hand-picked and is of the most reliable quality only. Every process is carefully watched and is carried out by experienced persons with the best possible appliances. If jellies are made here, and the whole juice and essence of the fruits are retained in the jars. The manager of the works is a thoroughly capable man with a sound and large experience in every department of the business extending over sixteen years. Mr. Duerr himself is chiefly occupied with the management of the business and is a prominent member of the City Exchange, whose high position is well known. He is a thorough master of his craft, and the success of the concern may in no small degree be attributed to his all-round ability and his special knowledge of fruit-making. He is fair and merciful in all his dealings, and enjoys the respect and esteem of all who know him, whether in private life or as the representative of this important branch of industrial activity. The telegraph address of the house is "Duerr, Derydale."



Duerr's first factory as it looked in 1993

Bridge, North Manchester which had a small warehouse attached. This was an unwieldy arrangement, so, in 1884 Fred raised the capital to build and equip his first model factory in Deanhead, Guide Bridge which is still standing in 1997. "Every part is filled up in thorough style with plant and apparatus of the latest and most improved description." (Century's Progress 1890).

Fred Duerr and his business were soon successful. A member of the Corn Exchange, attending every Tuesday, he attributed his achievements to careful fruit buying and the application of scientific principles to jam making. He claimed that his secret method of fruit preservation enabled it to be kept longer than by old methods - an important factor at a time when there was no deep freeze. The factory contained 35,000 x 1 gallon jars of fruit which were kept for use in the winter months.

Fred's elder brother, George, also lived in Heywood and in 1881 resided at 5 Siddall Moor, Hopwood, Heywood. He had two sons George & Fred (surprise! surprise!).

This Fred Duerr later became a famous cricketer and still holds the honour of being the leading wicket taker in Lancashire League history with over 2,000 wickets.



Fred Duerr - Cricketer

Dukinfield, <i>Manch</i> 1894			
<i>M^r. F. L. Storer</i>			
TO A. PEARSON, DR.			
BUILDER			
1890			
Aug 18	Amount for new jam bottles old factory	1050-0-0	
Sept 20	Bank Rec. on a/c	500-0-0	
Oct 20	" " "	500-0-0	
Nov 29	" " "	500-0-0	
		<u>1500-0-0</u>	1500-0-0
	<i>Balance</i>		<i>£ 215-16-4</i>
	<i>Per bank B.</i>		<i>1894</i>
	<i>[Signature]</i>		

MOVE TO OLD TRAFFORD, MANCHESTER

In 1890 Fred and Mary moved to Talbot Road, Old Trafford and then to The Haven, 26 Stanley Road, Whalley Range. By now the commercial success of the business meant that the Guide Bridge premises were not large enough and so in 1893 he employed A. Pearson to build him a new jam factory in Prestage Street, Old Trafford, Manchester for the sum of £1,315-16s-4d.



The 1893 factory as it looked in 1997.

ESTABLISHED 1844



BARN BROOK BOILER WORKS,

Bury, Lancashire

Messrs F. Duerr & Sons

To J. K. & R. LORD, Dr.

(INCORPORATED IN GREAT BRITAIN)

BOILER MAKERS.

359

All kinds of Steam Boilers of Steel or Iron, Heating Boilers, Standing Chimneys, Kitchens, Pans, Tanks and Cisterns, &c.

Contractors & Workmen.

1903.
 May 11 One new Cornish Hot Steam Boiler
 and fittings for 50 lbs pressure 15 ft high
 6 ft dia with fire brick 30, dia 12 ft
 12 ft in dia. 4 1/2 inch thick flange
 & supplied with the following fittings
 Furnace front feet up with brass bands
 Furnace door that runs close
 plate bearings furnace
 Flue doors, furnace top plate, 1/2 inch
 Furnace dampers with brass stop frames.
 Junction valve, outtake man fullon down pipe
 Double lever safety valve 20 weight
 Exhaust funnel blow off pipe & blow pipe
 2 sets of brass gauges & glass.
 Main pressure gauges & pressure light
 Bolt & nut for front rings & steam key.
 All delivered & put in place & fitted
 plus 10 for 1/2 inch dia 1/2 1/2 dia 1/2
 Brass key valve Brass front pressure
 valve Brass wheel valve Brass gate
 All work done clean fitting & built
 from 1/2 feet dia & lower dia on top

Acc: 100 00 -
 5 10 -

This was a considerable investment in those days and did not include the cost of manufacturing equipment which he had made to the highest standards. In 1903 Duerr's spent the sizeable sum of £148 on a new Cornish boiler installed by J. K. & R. Lord of Bury and in 1906 he had a telephone system installed in time for the busy summer fruit season (Duerr's first Telephone Number was Trafford Park 505).

Fred Duerr's home address was now 3 Oak Road, Old Trafford, and in 1891 for the first time the census shows he employed a live-in maid servant. He eventually retired to Lytham St Annes where he died in 1917.

THE NATIONAL TELEPHONE COMPANY, LIMITED.

EXCHANGE *Trafford Park* *No. 505*

1. To call Exchange, place receiver to ear and listen.
2. Repeat signal only when required.
3. Speak clear to mouthpiece.
4. To re-call the Exchange while the connection is established or immediately afterwards, slowly move hook up and down several times.
5. Unless the telephone is on the hook you cannot be called.
6. To make a **TRUNK** call put the "Trunk" and, after giving in first year Number and Exchange, and then the System, Number, Exchange and Town of the subscriber wanted. Number—Central in National—also—Central—Manchester, give the telephone, and wait until the bell rings.

Report faults to— *Clerk in Charge*

Eng. No. 241 A. (General Service) 1906.

36 Stanley Rd
Whalley Range
Manchester
Sept 27/06

Dear nephew

I have left you a legacy of £500 in my will.

I do this on condition that you are of good conduct. I have no reason to suppose that you will misconduct yourself, but it may strengthen your resolve to live a good life.

If I hear that you drink, gamble or do any other foolish things I shall at once strike your name out of my will. I do not wish to quarrel with you but you will understand

my heart for wishing you
& I hope you and your wife are quite well.

I may have to go to France next week for two or three weeks when I return I should be glad to see you both any day you can make it convenient to come.

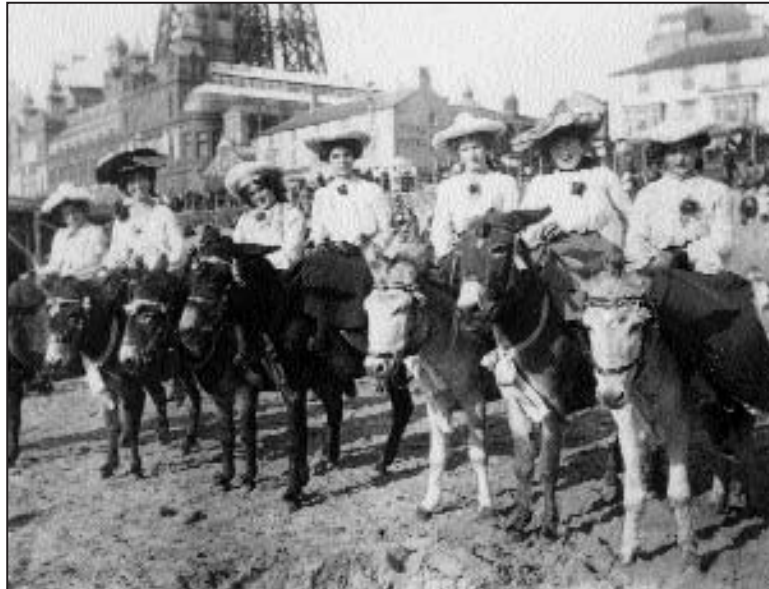
With best wishes to you both

I remain your affectionate Uncle
Fred

Fred had worked his way up from humble beginnings to achieve success for his family and was anxious that his sons should build on his achievements. He was a sober and careful man and wrote a letter in September 1906 signed as "your affectionate Uncle Fred" in which he bequeathed to his nephew £500 in his will as long as he did not "drink, gamble or do any other foolish things".

STAFF AND CUSTOMERS

Fred Duerr recognised the value of good staff and responded by paying good wages. On 29th July 1901 his staff wrote a humble letter as a token of a “voluntary and unanimous expression of our appreciation and esteem.” They paid tribute to the fact that on top of



Works outing to Blackpool 1905

their good wages they were paid a half yearly bonus of ten percent. In an advertisement in the Manchester Evening News of 8th May 1903 for his products Fred stated “highest wages paid.”

But it was not all hard work for the workers at Duerr’s. Photographs show the workers at the turn of the century going on works outings to Blackpool and enjoying the fun fair and



donkey rides, as well as waiting expectantly on Talbot Road, Stretford, to see King Edward VII on his visit to Trafford Park.

This photograph of a group of employees, the women in their long starched aprons, taken at Duerr's in 1910 was published in the Manchester Evening News and other local papers in 1993 and brought a flood of memories from former staff. The elegant lady on the right was identified as Miss Jane Hallion (Jinny), who was born in 1881 - the year the company



was founded and who started work with the company as a young girl and rose to become the works forelady. From the company's records we see that in the week of 7th May 1918 Miss Hallion worked 50¼ hours for the sum of £2.00 which for a single woman was considered a good wage. Her niece wrote in to say how supportive the company had been in her aunt's final illness. Jane Hallion died in 1946.

Indeed one of the things that stands out from the staff memories is how involved the Duerr family was with the company. Mrs Gibson, now 85, recalls with great happiness how Norman Duerr danced the Charleston with her at the annual Staff Christmas party.

In fact whole families worked for Duerr's. Mrs McLaren was one of many readers who wrote to recall how she worked for Duerr's in the Despatch Department and her mother and mother-in-law also worked for the company. These two ladies initially gained employment by queuing outside the factory gates to start sorting strawberries when in season. Her husband worked in a shop, and made a window display of Duerr's jams - this idea spread and a number of people remember Duerr's attractive window displays. Jack Bottomley wrote to the company in 1985 enclosing a photograph of the Rochdale Provident shop window display taken in the mid 1920's. He is the clean shaven lad on the right and used to do all the window dressing whilst on the left was the branch manager Harry Tweedale.

A 1920's window display



The clean shaven boy on the right is Jack Bottomley who wrote to us in 1985 and came to visit the factory.

LONG SERVICE

The photograph below shows Norman Duerr and Tony Duerr presenting a gold watch to Emily Deakin who commenced her employment with Duerr's at the age of 14 and retired at the age of 74. Alongside Emily in the white coat is Eva Pratt who started in 1936 and was forelady for many years until her retirement after more than 30 years' service.





Lily Brindley, who commenced employment in 1948, being presented with a watch after serving 30 years at Duerr's. Also pictured are Bill Stretton (foreman) and Lily Moll who worked for the company for over 40 years.



The above photograph shows Tony Duerr presenting a watch to Ted Wright, Warehouse Manager, upon his retirement in 1988 after 40 years' service to the company.

Below, George Balmer is being presented with a framed caricature, from his friends and colleagues, when he retired in 1993 after 21 years' service.



Tony Duerr along with his wife Hilary and sons Richard and Mark

CHARITY

Over the years Duerr's has helped many charities. Perhaps the most unusual event happened in 1989 when Tony Duerr, with the aid of an aircraft and seven friends, raised £10,000 for charity by playing four full rounds of golf in Scotland/Ireland/Wales and England in one day, commencing at 4.00 am and finishing at 10.00 pm.



Tony Duerr presenting the £10,000 cheque

VACUUM SEALING

Although many manufacturers were still using cardboard caps and paper tissue for jars in 1955, as long ago as 1905 Fred Duerr pioneered the method of vacuum sealing jars. "The natural flavour of the fruit is retained to a remarkable degree by a process exclusively used by us." The process also helped the fruit retain its natural colour and allowed the jam to keep indefinitely. In Tony Duerr's office are two vacuum packed jars from 1903 (bottom centre of picture) in which the jam should still be edible, but he has resisted the temptation to compare their flavour with today's jams!



FIRST WORLD WAR

Fred Duerr took his three sons, Oliver, Edgar and Alfred into the family business and they all married and moved out of Manchester to the peace of Cheshire.

Duerr's continued to invest in equipment with OLIVER DUERR managing the administrative work and being in charge of finance. Entries in ledgers show him ordering fruit, jars and equipment as well as seeing that staff hours complied with government regulations. He had a rather imperious manner and an entry for 1903 states, "We do not care to be humbugged about in this manner."

ALFRED DUERR took control of selling and building up a steady trade with the many different Co-operative Societies in the North West.

DUERR'S JAMS

SEPT. 22nd, 1914.

For Prices of Jams in Vacuum Bottles, see separate list.	GUARANTEED FULL NET WEIGHTS PER DOZEN.			
	In 2 1/2 lb. Glass Jars per doz. containing 12 lbs. net.	In 4 lb. Glass Jars per doz. containing 24 lbs. net.	In 7 lb. Glass Jars per doz. net weight. Jars 1/2d. each extra.	In Large Stone Jars per doz. net weight. Jars 8d. each extra.
Black Currant (see headings) <i>Special Process. No kind of small Currants. This Superior Quality is Absolutely Unique.</i>	5/7½	10/6	44/-	43/-
"TeaJam" - - - <i>Specialty prepared for Black Currant Tea. Free from seeds and waste - No waste.</i>	6/-	10/10½	-	-
Blackberry and Apple - <i>Hard Blackberry Cores removed.</i>	5/3	9/4½	38/4	37/4
Blackberry Jelly - - - <i>Five Alps Blackberries Preserved when fresh.</i>	5/6	10/-	-	-
Damson, Stoneless - <i>Guaranteed Stoneless. Waxesoluble. DAMSON. No Knot Damsons used.</i>	5/-	9/-	37/-	36/-
Greengage, Stoneless - <i>Selected Fruit of good colour.</i>	5/7½	10/6	44/-	43/-
Plum and Apple - - - <i>High-Class Quality only.</i>	5/-	9/-	37/-	36/-
Red Plum, Stoneless - <i>Selected Plums of excellent Flavour.</i>	5/-	9/-	37/-	36/-
Raspberry - - - <i>Bright Red Raspberry of exquisite Flavour.</i>	5/6	10/-	-	-
Raspberry and Apple - <i>"Jam" Apples are not good enough for Duerr's Jams.</i>	4/6	8/3	34/-	33/-
Raspberry and Gooseberry - <i>Top, Tail, and Tough Skins removed.</i>	4/6	8/3	34/-	33/-
Strawberry - - - <i>Finest Strawberries. Preserved Whole as far as possible.</i>	5/6	10/-	41/-	40/-
Strawberry & Gooseberry - <i>Free from Gooseberry Top, Tail, and Tough Skins.</i>	4/6	8/3	34/-	33/-
Marmalade, Seville Orange <i>No Glucose used.</i>		SOLD	OUT	

TERMS—Net Cash. Carriage Paid on all Goods and returned Empties. Jam Cases (containing 3 doz. 1 lb., and 2 doz. 2 lb Jars) charged 2s. 0d. each, allowed for in full if returned promptly in good condition. 5d. per doz. allowed for our 1 lb. and 2 lb. empty Jars if clean and sound. 7 lb. Jars charged 1½d. each, 14 and 15 lb. Jars, 8d. each, allowed for in full on return.

All Preserves in 1 & 2 lb. Jars, Packed in strong paper Parcels, neatly Labelled, containing half-doz. Jars, despatched in a clean fresh condition.

F. DUERR & SONS, Old Trafford, Manchester.

This is the back of the 1914 Price List.

The Secret of Success
with
Tie-over Jams
is to keep them fresh.

ORDER REGULARLY

If you treat Tie-over Jams as perishable food rather than preserved food, so much the better for everybody.

Let your customers have them

Fresh and Perfect

as they are when they leave our
Factory.

Every Jar bears date of dispatch.



Duerr's

"The Pure Jam with the Fresh Fruit Flavour"

contains no Preservative, Glucose or Adulteration of any kind whatever, the sole ingredients being Fresh Fruit and Pure Crystal Sugar. It is absolutely Pure.

Prepared from fruit of the very best quality, selected by experts, and bottled in perfect condition. No bottled or tinned fruit is packed from this choice fruit. It is all made into Jam.

The natural flavour of the fruit is retained to a remarkable degree by a process exclusively used by us. No artificial Flavourings used.

Being sterilized and sealed in a vacuum it will keep in perfect condition for any length of time under all conditions. Mildew, fermentation, and granulation are unknown.

Produced in our Model Factory where cleanliness predominates, by superior workpeople who receive the highest Trade Wages.

A typical early invoice

TELEPHONE NO. 205 DODDS
TELEGRAMS
"DUERR"
BROOKS'S BAY
MANCHESTER

HOME BY

DUERR & SONS

EXPORT

PARTNERS
F. DUERR,
E. OLIVER DUERR,
ALFRED C. DUERR,
EDGAR DUERR

JAMS, JELLIES & MARMALADES

VACUUM JAM FACTORY, OLD TRAFFORD, MANCHESTER

Supplied to
MESSRS. CO-OPERATIVE SOCIETY LTD.

Old Trafford
Manchester

Order No. 1288
Date Dec 24/23.

3	1 lb	Blackcurrant	6/7 ¹ / ₂	18 10
3	1	Raspberry	6/8	18 0
1	2	Blackberry & Apple	6/8	8 6
1	2	Raspberry & Gooseberry	8/8	4 8
1	2	Strawberry	10/6	8 0
		3 New cans	2/1	6
			<u>2/0</u>	<u>2 6</u>
		Strawberry with next order.		12 6
				<u>15 0</u>

Credit *RE 13*

2 2 3

CO-OPERATIVE SOCIETY LTD.
We guarantee these Goods Free and to
be ready with the "Mark of Purity and Quality"
Label.
Jas. & Co. J. Duerr & Sons.
J. Duerr

EDGAR DUERR was the inventor with a passion for cars. He made the local papers with the headline "A Motor Car Terror". He was stopped by the police when travelling at the excessive speed of 14 miles an hour!



Edgar Duerr – "The Motor Car Terror"

The following is taken from a newspaper cutting circa 1910

"Edgar Duerr, fruit preserver, 3 Oak Avenue, Talbot Road, Manchester, was charged with driving a light locomotive, viz., a motor car, at an excessive speed on the highway at Stanwix at 11.35 a.m. on June 9th. Defendant admitted that he was going 14 miles an hour.—Police constable Dickinson deposed that he saw the defendant in Scotland Road at the time named, travelling northwards on a motor car. There were four people in the car, which was going over twenty miles an hour. Witness was in plain clothes, and shouted to the defendant to stop, but he did not do so. There were several complaints from people on the road as to the speed of the car. One of the people in the car knew witness was a constable. The car returned to the same place slowly at 1 p.m., and he then stopped the defendant, who explained that he did not stop before because he understood witness meant he should slacken speed. He claimed that he was not going faster than the electric trams did in Carlisle.—A witness named Foster, who was on the road at the time, stated that the defendant was travelling quite twenty miles an hour.—For the defence, Mr. R. Denard, Lowther Street, who was with the defendant, deposed that they went to Gretna and back. They started shortly after 11 a.m., and got back just after 1 p.m. In his opinion they were going from 12 to 14 miles per hour. They did not stop at Gretna more than three or four minutes, because there was something wrong with the machine.—Mr. V. Swinburne, who was also in the car, gave similar evidence.—The speed allowed by the Act is up to twelve miles an hour, and the bench imposed a fine of 20s. and costs (£2 4s 6d. altogether)".



Oliver and May c1909 in B.S.A. car.

Edgar was also a keen yachtsman and invented a patent anchor and many other pieces of yachting equipment.

Telegrams:
BRUNTONS, SUDBURY-SUFFOLK.

Telephone:
SUDBURY, SUFFOLK.

Bruntons (Sudbury 1919) Ltd.

**Stour Valley Ironworks,
SUDBURY, SUFFOLK.
ENGLAND.**

The DUERR Patent Anchor



INCREASED HOLDING POWER for weight.

COMPLETE STABILITY when buried.

DIGS IN and **HOLDS IMMEDIATELY.**

IMPOSSIBLE to **FOUL.**

EASILY LIFTED

without damaging ship's side.

EASILY STOWED on **DECK.**

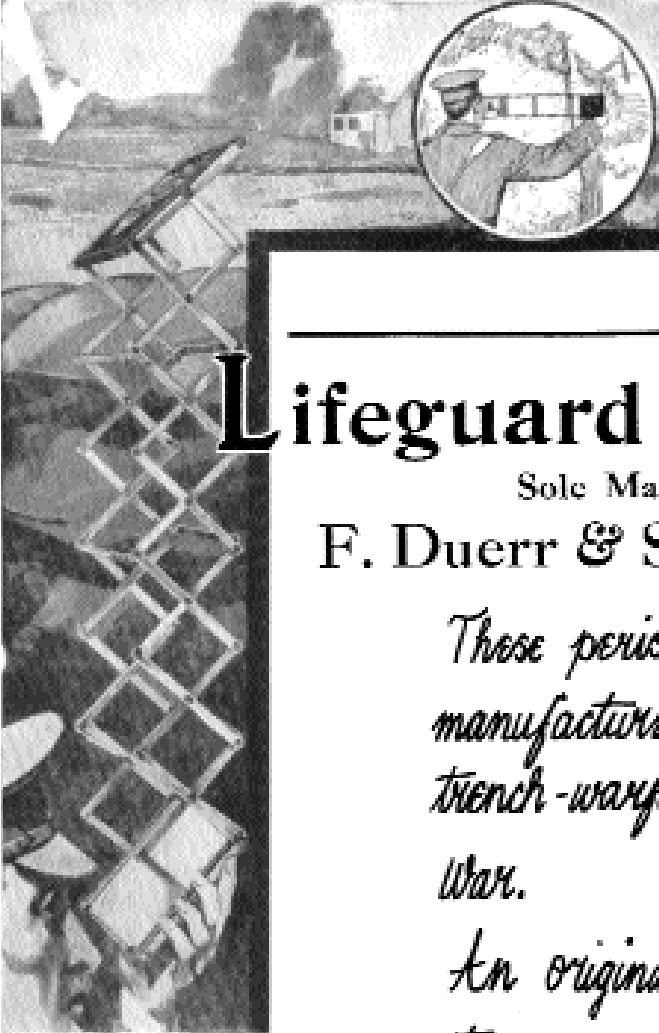
EASILY WEIGHED.

THE LATEST, SAFEST & SIMPLEST ANCHOR

Designed by a Yachtsman of experience to meet the demand for a light Anchor, easily handled and stowed by anyone, and which can be relied upon to hold under any conditions.

Edgar's inventiveness really came into its own during the First World War. During the Boer War, Duerr's had sent out tins of jam to the Lancashire Fusiliers, but in the First World War the company completely changed direction and put its expertise into manufacturing to support the country's war effort. Edgar invented and patented a collapsible pocket periscope

for use by soldiers in the deadly trench warfare. These periscopes were extremely sturdy and were responsible for saving many lives. Mrs Bishop was amongst a number of Manchester Evening News readers to write to the company to say how her father worked making the periscopes and her uncle used one in trench warfare in France. The contribution was so significant that a Duerr's periscope is on display in the Imperial War Museum in London.



ESTABLISHED 1881.

Tel. No. 505,
Trafford Park.
Telegrams:
Duerr, Brooks's
Bar, Manchester.

Partners:
F. Duerr
Edwin Oliver Duerr.
Alfred Chadwick Duerr,
Edgar Duerr.

The
Lifeguard Patent Collapsible Pocket Periscope

Sole Manufacturers and Patentees:
F. Duerr & Sons, Manchester, S.W.

*These periscopes were patented and
manufactured by DUERRS for use in
trench-warfare during the First World
War.*

*An original "scope" used by the
troops can be seen in the Imperial
War Museum, London.*

THE FRUIT GROUP

One of the most successful promotions run by Duerr's in the 1920's and 1930's was a print of a fruit group which still forms part of the Duerr's logo. Customers were required to send in 20 Duerr's labels and in return received a copy of the colourful fruit picture. Further copies were available at the additional cost of 5/-. Miss Ellison, who was only a young girl, sent for the picture in May 1937 and Norman Duerr wrote "We trust you will like it and will recommend our products to your friends whenever the opportunity occurs ". She married and over fifty years later her husband still has the picture as have many other families.

Tel. No. 2291,
M226 814
Telegrams:
Duerr, Duerr's,
Fruit Merchants

ESTABLISHED 1881

Directors:
A. M. G. Duerr,
Edgar Duerr,
Morris Duerr,
Clive Duerr.

Specialists in
High Class



Vacuum
Sealed Jars

F. Duerr & Sons Ltd.

PRESTAGE STREET : OLD TRAFFORD : MANCHESTER, 16

Miss L. Ellison,
19, Egerton Street,
SKYWOOD, Lancashire.

7th May 1937

Dear Madam,

We are in receipt of your application enclosing
20 Labels and have pleasure in enclosing a copy of our Fruit
Picture herewith.

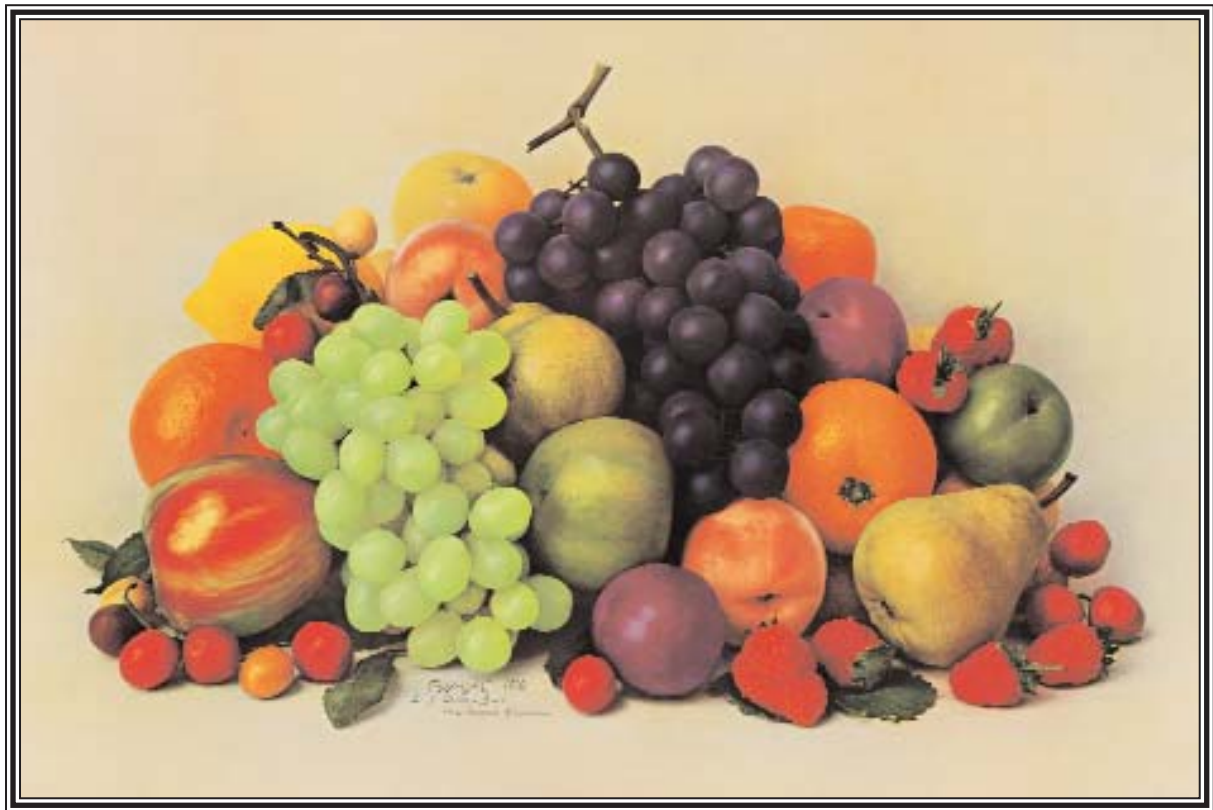
We trust that you will like it and will recommend
our products to your friends whenever the opportunity occurs.

Further copies are available if required at 5/-
each post free.

Yours faithfully,
For and on behalf of,
F. DUERR & SONS LTD.

N. Duerr.
Director.

Mrs Vera Aspen is another of those people with fond memories of the print. It was given to her mother by her grandfather as a wedding present. "During my childhood the picture had pride of place in the living room and gave us much pleasure especially during the war years when certain fruits were hard to get." The picture, years later, was disposed of but her mother so missed it that she wrote to Duerr's and was delighted when they were able to provide a replacement. After her mother's death the picture passed to Mrs Aspen and continues to give much pleasure. The cherries on the original print were taken off Granny Duerr's hat as there were none in season at the time!



THE SECOND WORLD WAR

The firm was incorporated as a limited company in 1924 and by 1935 Norman and Clive Duerr, Oliver's sons, had taken over the running of the business. Norman concentrated on administration and engineering whilst Clive was the salesman. Mrs Gibson writes how she started at Duerr's the same day as Norman Duerr. She recalls how initially she worked as a labeller and Norman Duerr made a revolving turntable to speed up the process. "I think if he had not joined the firm he would have made a career in engineering." She also remembers Clive Duerr's sense of humour. In the thirties the country was in the midst of the great depression and Mrs Bishop writes "I well remember the hard times of the thirties and how hard Mr Norman and Mr Clive worked during those difficult years."

Norman and Clive steered the company through the hard times of the Second World War.



AFTER THE WAR



Norman Duerr



Clive Duerr

NORMAN DUERR ran the factory and records show the constant struggle to obtain the strictly rationed sugar and other raw materials and once fruit was obtained it had to be used whatever the type, which made planning difficult. There were also labour shortages with skilled workers such as Bill Stretton (who started in September 1939 and later became foreman) conscripted into the army. Equally it was difficult to obtain new parts and machinery even after the war was over. Tony Duerr, Norman's son, remembers his father working long into the evening on vital engineering work and coming into the factory every Saturday whilst the young Tony played on the 2 cwt. Tate & Lyle sugar bags and helped to count them during the regular weekly stocktaking. During the 1950's Norman Duerr's daughter, Shirley, worked in the office.



Harry Duerr

CLIVE DUERR ran the sales and Duerr's had a sales office in Lancaster Avenue, Manchester where Co-op buyers were offered tea and biscuits on their way to Victoria Station by the famous 'Miss Passmore' (Betty Passmore, long serving secretary to successive Directors of the company until her retirement in 1975). He thus avoided the practice of 'Walking the Flags' where other salesmen attempted to secure business from Co-operative Buyers on their regular Tuesday visits to CWS headquarters at Balloon Street in Manchester. He was assisted at the factory at various times by his daughter, Gillian.

HARRY DUERR rejoined in 1947 after serving in the army and quickly established himself as a successful fruit buyer. It was nothing for him to be at Smithfield Market in the heart of Manchester at four in the morning to select the pick of the fruit or at eight in the evening, in the middle of a field, in Evesham, watching the fruit being loaded onto a lorry so it could be in Manchester the following morning.

ERA OF EXPANSION

TONY DUERR joined the family business full time in 1960 after coming down from Cambridge University and later that year CLIVE DUERR retired through ill health (age 51).

EDGAR DUERR (Chairman) died in 1962 (age 82).

NORMAN DUERR then succeeded Edgar as Chairman but sadly died in 1964 (age 57).

JIM HARRISON, husband of Edgar Duerr's daughter, Alma, then became Non Executive Chairman in 1965.

At the same time TONY DUERR was appointed Managing Director (age 27) and inherited a business that was 50% wholesale and 50% with Co-operative societies and a policy of refusing to supply multiples!

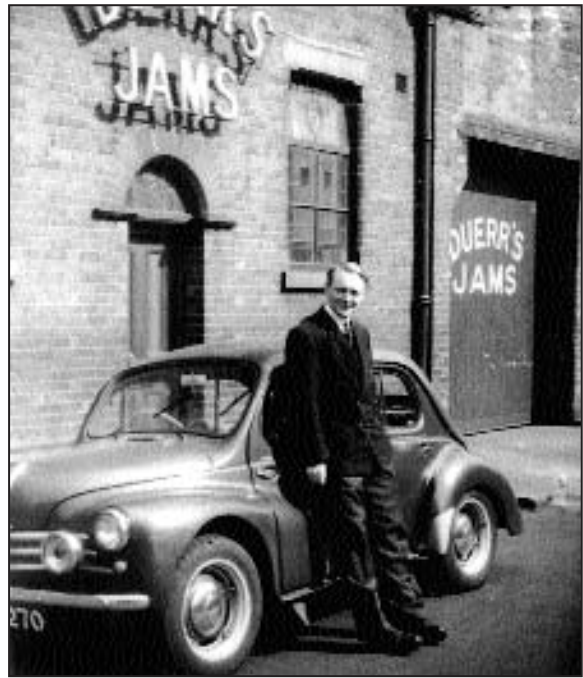
The early 60's were a very difficult time in the business as Duerr's wholesale customers got together in groups such as Spar, Mace and VG and Duerr's lost a lot of their wholesale distribution and some shareholders were in favour of closing down the business as turnover dropped to £200,000.

During this period there were 2 important events. Firstly, in the late 1960's Duerr's secured the contract to pack V.G Preserves, thereby, increasing their volume by 50%.

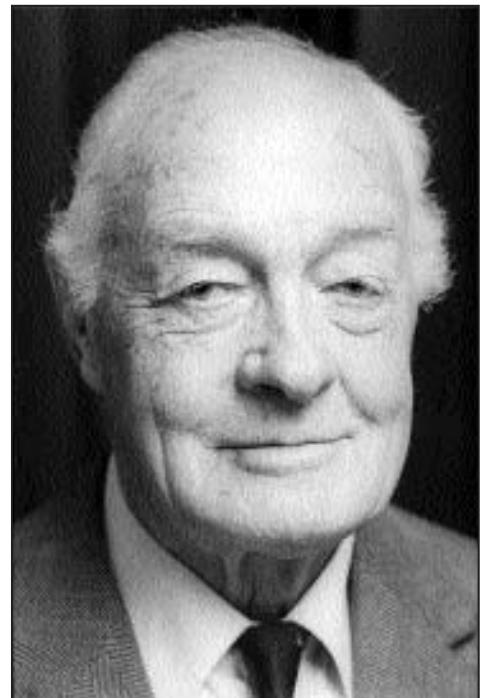
Later in the early 1970's the biggest leap forward the company had was when Bill Postlethwaite and David Owen of Kwik Save put Duerr's onto their shelves and helped make Duerr's the national brand that it is today.

Now in 2001, Duerr's main customers are the major multiples, and its products are not just sold in the north but all over the country and overseas. 90% of Duerr's trade is now with the multiples and its products are sold with the Duerr's label and also under multiples' 'Private Labels'. Products made in Old Trafford can be found in Asda, Kwik Save, Sainsburys, Safeway, Tesco, Waitrose and Morrisons as well as Hong Kong, Saudi Arabia, Australia, Faroe Islands, France, USA, Greece, Ireland, Gambia, Singapore, Malaysia, Japan, Italy, Denmark and China.

Duerr's has expanded in the last 40 years to such an extent that it is one of the country's top three jam manufacturers (and the largest 'independent') with a 15 % share of the market, and with its new production line for peanut butter, started only in 1989, it now in 2001 has 30% of the peanut butter market. This means that in 2002 the company fills around 500,000 items each day with an annual turnover of about £28,000,000.

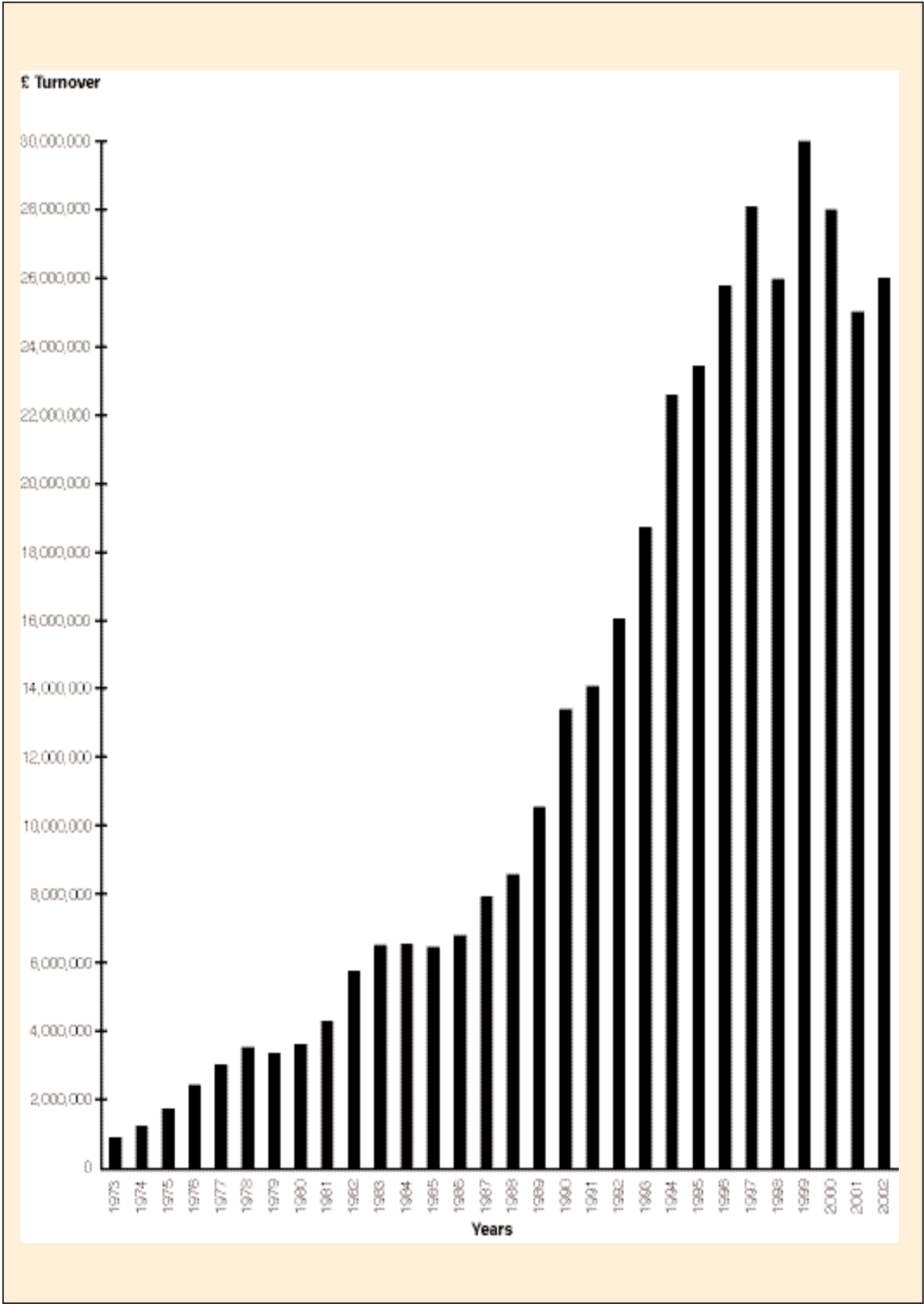


Tony Duerr in 1957 with his first car, a Renault 750



J W Harrison, Chairman 1965 to 1986

30 YEARS OF EXPANSION





OLD
GLASS FEEDING
NEW



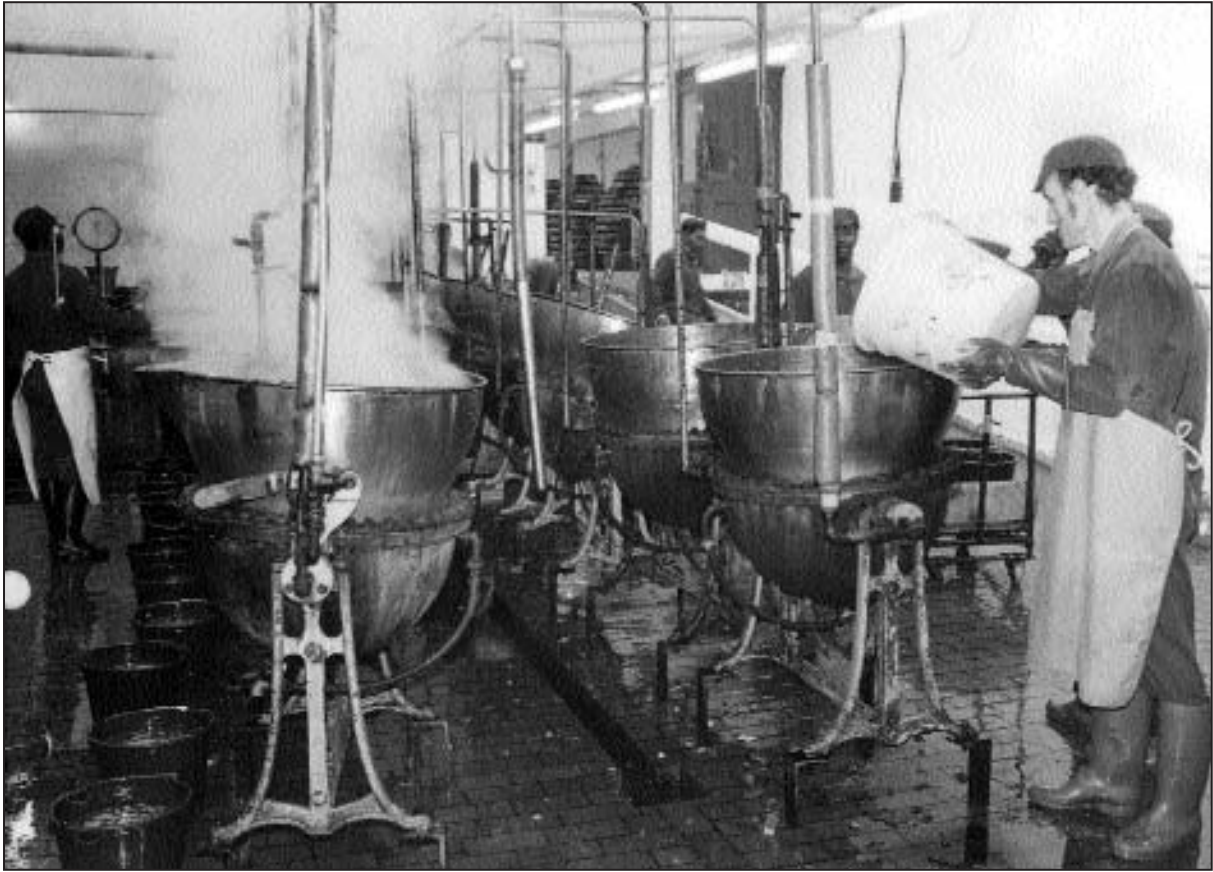


OLD

'QUALITY CONTROL' LABORATORY

NEW





OLD
THE JAM PRODUCTION AREA
NEW



Duerr's remains very much a family business with Tony Duerr as Chairman. His two sons Mark and Richard are now in the business, but some years ago he appointed the first non-family directors, Ken Bonwick (Technical) and Andrew Collinson (Financial) to ensure the company has all the necessary skills to cope with the future demands of the grocery trade. The company also appointed three associate directors, David Penkethman (Executive), Paul Dineen (Operations) and Richard Duerr (Marketing) who have all played a large part in the expansion in the 80's and 90's. Duerr's are also indebted to Norman Robinson who acted as their productivity consultant during the 70's & 80's.



Mark Duerr



Andrew Collinson



Paul Dineen



Richard Duerr

RECENT DEVELOPMENTS

1) *Repackaging*

New 1995 livery.



2) *Polytubs*

Duerr's noted the problems their catering customers had in using large 7lb tins which grazed the knuckles and left rusty, unhygienic marks on working surfaces. In 1985 they pioneered the use of Polytubs as catering packs which could be opened in seconds, sealed again and also provided a useful reusable container.



3) *Squeezy Bottles*

Research showed that one of the factors preventing free access of Duerr's most important segment of the market, children, to jam, was that it was in breakable glass bottles. In 1988 Duerr's pioneered the use of squeezy plastic unbreakable bottles making them the first in Europe. Sadly the cost of the bottle made the selling price unattractive in such a competitive market.



4) *Organic Fruit*

One feature of changing tastes that Duerr's quickly recognised was the demand for organically grown products. Harry Duerr searched Spain for organically grown Seville oranges and eventually located an orange grove on an island in the Guadalquivir River, near Seville, which came up to their stringent standards and was passed by the International Federation of Organic Agriculture Movements.

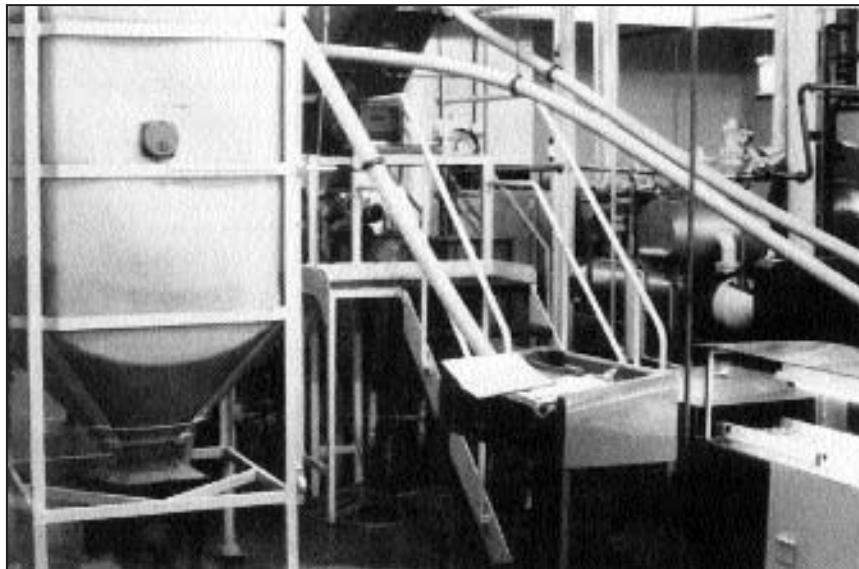


5) *Tamper Evidence*

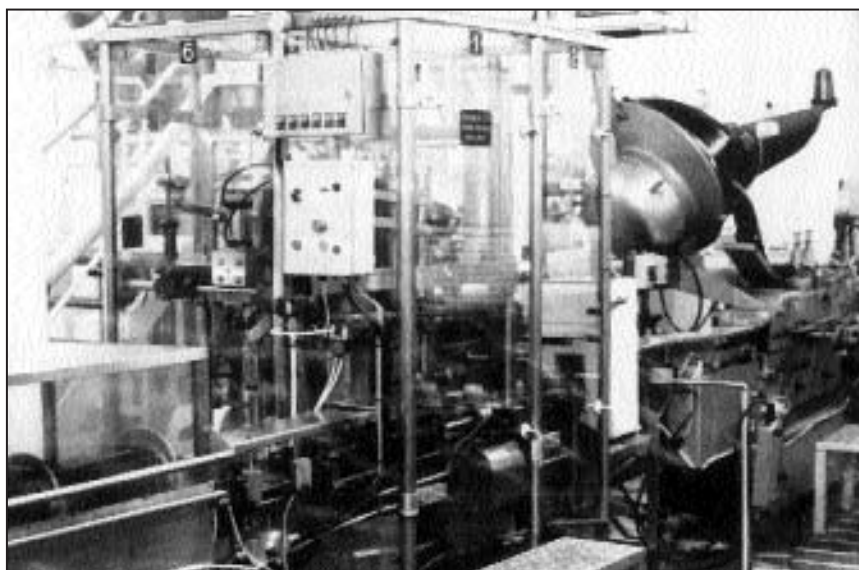
Duerr's are ever mindful of the safety of their customers and in 1991 were the first company to introduce a tamper evident button cap and tamper evident shrink sleeving over the neck and cap of the jar on all their jams and marmalades.

6) *Peanut Butter*

In 1989, to accommodate the increasing demand for spreads, Duerr's introduced a new one million pound production line for peanut butter which can be programmed to produce either smooth or the increasingly popular crunchy peanut butter. They also pioneered savoury peanut butter and peanut butter with chocolate chips.



Peanut holding tank



Peanut butter filler and capper

7) *Miniatures*

In 1992 Duerr's invested in a completely new production, filling, capping, labelling and packaging line for 1 oz and 1.5 oz miniatures in glass jars and in 1997 were filling 80,000 jars per day.



8) *Computerisation*

The company has invested heavily in state of the art technology and computerisation has been introduced to ensure the highest degree of product quality and consistency. The entire production schedule is controlled by computer so ensuring the correct ingredients arrive at the factory. Each batch is made up to Duerr's computerised recipes. The cooking system has been built to their own design and specification and is fully controlled and monitored by computer. However, skilled operatives take an overview of the processes at all times.

It is innovations like these that enable the company to more than meet the current stringent food safety laws and quality requirements.

9) *Marmalade*

Duerr's have recently been enormously successful with their 'English Traditional' marmalades which are now available in all major retailers in England.



10) *Mincemeat*

In 1998 following the acquisition of Samuel Moore Foods Ltd we started to produce Mincemeat and also branched out into the industrial market with the introduction of 1000kg stainless steel tanks.



11) *Portions*

In January 1999 we installed a new "portion pack" machine, producing 14g & 20g portions of Jam, Marmalade & Honey and by the end of 2002 we were filling over 90,000,000 portions per year for supply to the foodservice & wholesale sectors.



15) *Cryovacs*

In May 2000 we installed a state of the art Cryovac machine which is capable of filling Jam & Marmalade in to 6kg or 10kg plastic bags. These have proved particularly succesful with smaller industrial users and in store bakeries.



14) *Vimto Jelly*

In September 2001 we joined forces with one of the UK's best loved soft drink brands and Vimto Jelly was launched. The product contains Vimto's secret flavour - a blend of fruits, herbs & spices.



12) *Squeezers*

March 2002 saw the launch of a brand new concept in the packaging of Jam. Duerr's "Squeezers", 15g sticks of Jam & Marmalade are primarily aimed at the foodservice sector but were also launched into the retail arena in packs of 20.



13) *Condiments*

In May 2002 we commence production of Apple Sauce which further strengthened our position in the condiments sector, we had been producing Redcurrant Jelly & Cranberry Sauce for some time and Mint Sauce & Mint Jelly were added to the range in February 2003.



CUSTOMER LOYALTY

Generations of people have appreciated the quality of Duerr's products and the purchase of the fruit picture was only one aspect of customer loyalty. From miners in the north who liked their damson jam sandwiches to mothers in the south who purchased apricot jam, from souvenir hunters at the Granada Studio Tours Shop to political leaders such as Paddy Ashdown who apparently enjoys Duerr's marmalade for breakfast, Duerr's has established itself as a national institution. As Mrs Aspen wrote, "My mother was very particular about the brands of food she bought, so when any of the family did her shopping we had to find a shop which sold Duerr's jam."

F Duerr & Sons Ltd has built on the foundations laid by Fred Duerr.

He would be pleased with the continuing family control and the philosophy of producing top quality products at reasonable prices.

He would recognise the familiar Victorian lettering on the jars and labels and the continued use of his fruit group as the company's logo.

He would be proud that his best selling products such as strawberry jam, have continued to be best sellers.

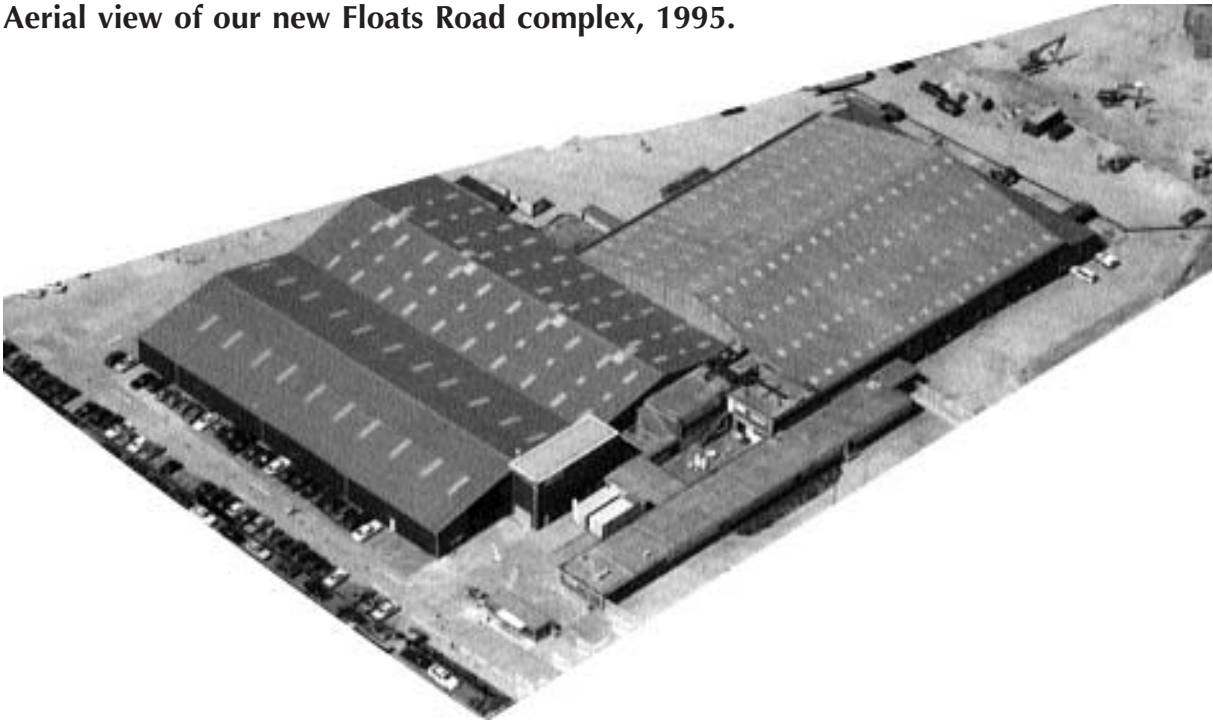
He would be pleased to know his 1893 factory is still in use in 1996.

However, he would not recognise the technology and the manufacturing methods that go into making the products. Tony Duerr recalls the changes in the last thirty years: "In the 1960's there was 1 jar, 1 cap, 1 tray and 5 labels and we filled at 30 jars/minute, whilst in 1996 we use 30 different jars, 40 different caps, 500 different labels and 30 different trays and we fill at 400 jars/minute. We used to produce 10,000 items per day now it is 500,000!"



Our new warehouse, 1995

Aerial view of our new Floats Road complex, 1995.



THE FUTURE

It is likely that the speed of change will accelerate but the company with its heavy investment in the latest technology and skilled personnel, is looking forward to meeting the challenges of the next century.

In readiness, all employees have taken a course in Food Hygiene which they all passed and were awarded with a certificate.



Also Duerr's have recently been awarded BS.5750 which is an internationally recognised certificate of excellence for quality management in business. This will ensure that Duerr's future expansion will be based on quality management.



**SGS Yarsley
International Certification Services Limited**

Certificate Number

92/1224

**This is to certify that the
Quality Management systems of**

***F Duerr & Sons Limited
Old Trafford Factory
Wythenshawe Warehouse***

**have been assessed and registered as meeting the
requirements of ISO 9002**

**The scope of registration is detailed on the Assessment
Schedule bearing this certificate number.**

**SGS Yarsley International Certification Services Ltd
Signed by**

24 September 1995

**This certificate will be renewed after three
years subject to satisfactory maintenance
of the system**



**Registered Office:
SGS Yarsley
International Certification Services Limited
SGS House, 217/221 London Road,
Camberley, Surrey GU13 3HY, United Kingdom.**

Whilst all concerned shall use vigilance to carry out their obligations, SGS Yarsley ICIS accepts responsibility only for errors grossly negligent. This is not a legal document and cannot be used as such. Terms of the Assessment contract shown on this certificate indicate responsibility for the respect of these activities covered by the Assessment Authority. This certificate remains the property of SGS Yarsley ICIS to whom it must be returned on request.



Proprietary Member
009

Member of the SGS Group (Société Générale de Surveillance)

Since the first edition of this booklet in 1993, the following main events have occurred:

In 1994, Paul Dineen (Production) and Richard Duerr (Marketing) were appointed as Associate Directors.

We commenced the filling of 3lb. tubs of jam and marmalade.

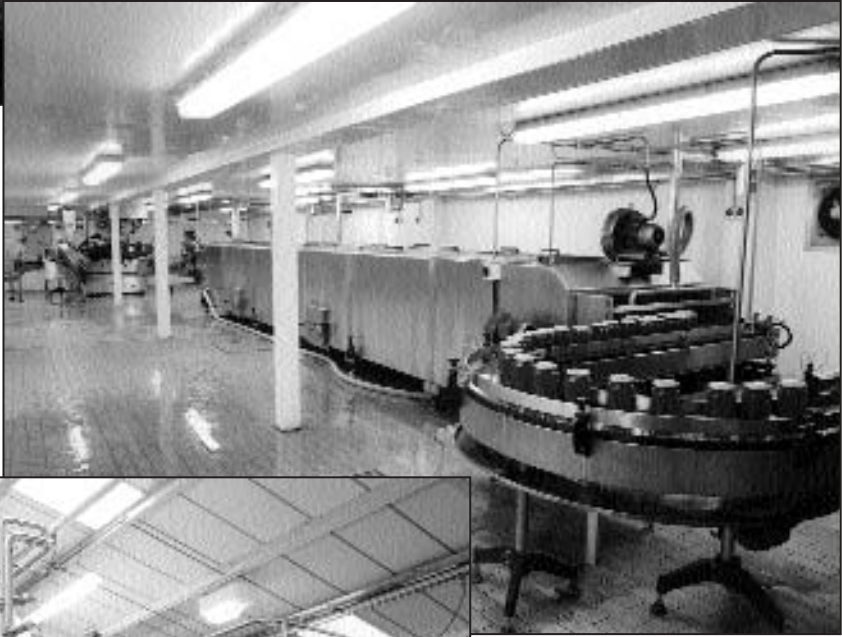


In 1995, Tony Duerr (Chairman) was awarded the O.B.E. for “Services to the Food Industry” which he received from Her Majesty the Queen in February 1995, but sadly Harry Duerr died at the age of 76, the same year.

We moved into our new 70,000 sq.ft. warehouse in Floats Road, Wythenshawe, which is capable of holding 6,000 pallets of finished goods, packaging materials, ingredients, etc.

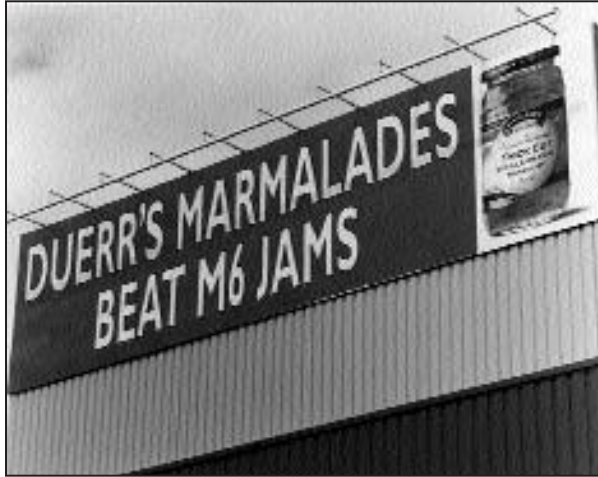
We re-launched all our Duerr's range with new labels, see page 35 and we launched Duerr's Redcurrant Jelly and Reduced Fat Peanut Butter in the UK for the first time ever.

In 1996, the Lord Mayor of Manchester officially opened the Floats Road complex (see p.40).



Later in the year we installed a new state of the art jam production line at Floats Road to enable us to meet the very varied requirements of our valued customers.

In February 1997, we commissioned a £300,000 marmalade advertising campaign in selected women's magazines and also erected a huge 40ft hoarding on the "Jammed Up" section of the M6 motorway.



In August 1997, we celebrated the 1,000,000,000th jar produced since 1881.



Richard Duerr, Mark Duerr, The Mayor of Trafford (Cllr. David Merrell), Hilary Duerr, Alan Lewis (Chief Executive of Trafford Council)

Tony Duerr being presented with a claret jug by his sons Mark and Richard on the occasion of his 40 years with the company.



NEW OFFICES

During 2001 and early in 2002 we moved all our office staff from Old Trafford to our Floats Road site in Wythenshawe, new offices were built and a modern canteen was installed which is capable of serving the staff 24 hours a day / 7 days a week.



AWARDS

In January 2003 a presentation was held to celebrate 25 years service at the company. 13 members of staff were presented with a commemorative watch by Tony Duerr.





In a small kitchen in North Manchester, Mary Duerr prepared delicious jams and marmalades for her family to enjoy. The foundation of the family business owes everything to that young woman and to her husband Fred who began it all, in 1881.

F Duerr & Sons Limited
Floats Road,
Roundthorn Industrial Estate,
Wythenshawe,
Manchester M23 9DR, England
Telephone 0161-946 0535 Fax 0161-945 0143