

LITTLETON & BADSEY
GROWERS LTD.

BLACKMINSTER
EVESHAM
Worcs



The Growers' Own Service

TERMS
of
BUSINESS

Telephone : Badsey 3

Telegrams : "Growers, South-Littleton."
(Two words only)

Code : Bentley's.

OUR GROWTH.

Year	No. of Growers	Capital	Total Sales
		£	£
1908	23	23	--
1909	96	114	5,308
1910	100	135	4,863
1911	101	144	3,437
1912	101	144	1,711
1913	103	146	3,112
1914	106	149	3,111
1915	111	154	5,064
1916	121	178	6,674
1917	147	230	16,667
1918	178	478	18,546
1919	185	556	13,230
1920	195	621	19,863
1921	208	665	10,270
1922	224	686	14,265
1923	226	690	14,315
1924	230	696	21,288
1925	236	754	31,206
1926	251	3,929	32,159
1927	339	5,895	40,163
			(estd.)

LITTLETON & BADSEY GROWERS LIMITED

(Founded 1908).

Chairman : C. A. Binyon, Esq., J.P.

Manager and Secretary : S. L. Brookes.

Postal Address : BLACKMINSTER, Evesham.

Packing Stores & Siding :
LITTLETON & BADSEY (G.W.R.).

Registered Telegraphic Address :
“Growers, South-Littleton” (2 words only).
Code : Bentley's.

Telephone : No. 3 Badsey.

Offices open from : 8 a.m. (Oct to Mar)
7 a.m. (April to Sept.)

Trunk Calls may be arranged for fixed times, including night-time if desired.

Bank Holiday loadings to the extent that Railway Companies give facilities.

Saturday picking is not customary except for orders in hand. These should reach us on Friday afternoons to ensure fulfilment.

Our Current List is posted to regular Customers each Friday evening.

OUR OBJECTS.

Nearly 350 fruit and vegetable growers now own our organisation, which was established in 1908, to collect and market their produce.

The Vale of Evesham is famed for the vast range of crops which it can produce early, out-of-doors, and to perfection, thus maintaining continuous supplies throughout the year. Most of the soil is heavy; cultivation is intensive, and largely by hand, which means in practice that quality has a more important place in any crop we grow than is usually given to it in large-scale farming.

Whilst, therefore, we remain a mass of small producers — our average plantation being perhaps only 10 acres, though a number of us have a much larger acreage—we do achieve some of the advantages of mass production by

Unifying our transport,
Bulking our consignments,
More even maintenance of supplies,
Increased uniformity in packing,
Pooling our knowledge of supplies and of
market requirements.

Experience has shown us, however, that by conducting our grading and packing arrangements in our Central Premises it is possible to introduce equipment and to hold to standards even in the handling of vegetables which have hitherto been more or less limited to apples and tomatoes.

We already standardise and grade our ASPARAGUS—of which we are the largest producers in Great Britain—and are now handling our BRUSSELS SPROUTS in a similar way. If our efforts meet with a reasonable response from the Trade, we desire to extend the practice as far as possible to every crop we grow.



TERMS OF BUSINESS.

The following are our only terms for direct business, and no variation of them is valid unless and until made in writing from Black-minster by the Manager :—

- (1) Payment nett within 7 days from date of invoice, and to our Registered Offices.
- (2) Six per cent. interest on overdue accounts. It is an express condition of sale that this will be charged unless otherwise arranged in writing **before** credit is taken.
- (3) Empties, when debited separately on our invoices as returnables, must be despatched back to us within 14 days thereafter. We debit as per the National Federation Scale, and **full credit** is given on their arrival.
- (4) Empties bearing our Registered Trade Mark consisting of the letters " L.B.G. " in white and an upright white cross with 4 blue discs, remain our property ; they cannot be sold, and their use for any other purpose is illegal.

- (5) Odd marked empties are not sent out by us, and any sent to us in place of our own cannot be credited.
- (6) Customers assume all transit risks on produce and empties whether carriage is paid at our end or not.
- (7) We guarantee to load correct **nett** weights and true counts.
- (8) Offers of quantities are not firm. Prices are only firm when we explicitly so state.
- (9) Two trade references, apart from Banker's references, are required before Ledger Accounts can be opened. New customers, to avoid delay, should meanwhile send cash to cover their first instructions.

S. L. BROOKES,

Manager and Secretary.

28th October, 1927.

COMPLAINTS.

Storms, drought, and frost ; gluts and shortages ; unexpected demand ; train times, delays and pilferages on rail—all combine in turn to make the business of producing and marketing PERISHABLE foods extremely difficult. We cannot keep supplies “on a shelf.” Yet most of the orders for our produce are placed by telegram or trunk call before 9 o'clock each morning.

Occasionally packages go astray or arrive defective. If you think the Carriers may be to blame, protect yourself by **first** deciding whether to receive and how you will sign for the goods. Or they may not be as ordered, in which case **wire or 'phone to us at once.** This gives us the necessary opportunity to act promptly, and if we are in any way responsible we will gladly bear the expense.

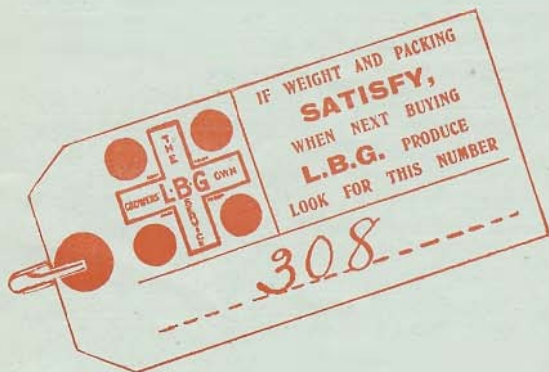
We make this request because the good customer is the regular customer who needs dependable supplies. Causes for complaint, if allowed to rankle, weaken confidence ; if promptly handled and justly settled, they strengthen friendship.

BUY BRANDED GOODS.

Perishable Produce does not readily lend itself to the attachment of absolute guarantees.

We do the next best thing, we place our individual Packer's No. on every package.

Please look for the following BRAND LABEL and buy by number :—



Registered Trade Mark Nos. 467013 & 471337.

ON BUYING DIRECT.

Each trader has to decide this question for himself. The distance he is from good markets and from good centres of production governs the service either can give him and affects the competition he has to face.

We believe that the effective distribution of fresh produce needs both direct and indirect channels.

To deal adequately with the daily fluctuation between orders and crops, means that we have to maintain an efficient packing staff and deal with a large margin of supplies which must be despatched daily.

Produce bought from any of our Salesmen (whose names are in this booklet) carries our Packer's Number in every case. These numbers are for your protection, and it will be a great favour to us if you will report to our Salesmen any defect which you think we might avoid repeating.

If you buy direct from us, you may rely upon our supplies reaching you in the freshest possible condition.

But which ever way you buy, we are behind our goods, and the sustained endeavour of our Management is that our customers shall find confidence and pleasure, as well as a living, in handling them.

OUR SALESMEN.

Shopkeepers more conveniently situated to the City Markets should note that our produce is obtainable as follows:—

MANCHESTER: Geo. Monro, Ltd., Smithfield Market. 'Phone: City 1800 (2 lines).

LIVERPOOL: T. J. Poupart, Ltd., Queen's Square. 'Phone: Bank 5737 (3 lines).

BIRMINGHAM: Jas. Baragwanath & Co., Ltd., Smithfield Market. 'Phone: Midland 552.

LONDON: T. J. Poupart, Ltd., Covent Garden. 'Phone: Regent 1524 (6 lines). Spitalfields. 'Phone: Avenue 7194.

HULL: E. F. Hare & Son, 56, Humber Street. 'Phone: Central 2473.

SHEFFIELD: James Gledhill, Castlefields Market. 'Phone: Central 26211.

OUR LINES -

In approximate Seasonal Order.

Winter Roots	Bunched Beet
Early Spring Greens	Bunched Carrots
Early Spring Cabbage	Dwarf (French) Beans
Broccoli	Marrows
Spring Onions	Red Currants
Radishes	Black Currants
Lettuce	Raspberries
Wallflowers	Bunched Turnips
Narcissi	STRAWBERRIES
Parsley	Loganberries
Spinach	RUNNER (Kidney)
Seakale	Beans
ASPARAGUS	White Asters
Broad Beans	Statice
Mint	Asparagus Fern
Pinks	Shallots
Pyrethrums	PLUMS (all varieties)
PEAS (Best Garden Sorts)	—Choicest Dessert, Bottling and Preserv- ing
Gooseberries	Early Summer Apples
CAULIFLOWERS	Damascenes
Hothouse Tomatoes	Blackberries
Hothouse Cucumbers	

Our Lines (continued).

Damsons (True Prune)	Thyme
Pears	Marjoram
BRUSSELS SPROUTS	Potatoes
Savoys	Artichokes
Leeks	Seeds
Parsnips	Plants
Carrots	Trees
Keeping Apples	CANNED FRUITS
SAGE	

JAM MANUFACTURERS & PICKLE
MAKERS SUPPLIED UNDER 'SPOT'
and 'FORWARD' CONTRACT.

We specialise in composite truck loads of
10 cwts. upwards.

**ORDER IN NON-RETURNS
WHENEVER POSSIBLE.**

LOADING STATIONS.

We load at:—

LITTLETON & BADSEY (G.W.R.).

Latest Times: 4.30 p.m.; Saturdays,
12.30 noon.

And at

EVESHAM (L.M.S.).

Latest Times: 5 p.m. Winter, 5.30 p.m.
Summer; Saturdays, 12.30 noon.

Customers should indicate which route gives them the best delivery, and we will always load accordingly.

RETURN of EMPTIES.

It will greatly oblige us if our Empties are ALWAYS consigned back to Littleton and Badsey (G.W.R.), NEVER to Evesham.

Always notify us at the same time by post.

We will be happy to supply ready addressed labels and cards for this purpose free of charge.

Do not return other people's marked empties to us. It is a waste of carriage as we can neither use nor give credit for them.

Please buy

EARLY

and

REGULARLY

whether from our Salesmen or from us.
You thus command the best service
because you make it possible.



“Every man takes care that his neighbour shall not cheat him. But a day comes when he begins to care that he do not cheat his neighbour. Then all goes well. He has changed his market-cart into a chariot of the sun.”

Emerson.