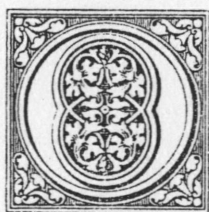


1827-1927

WITH THE COMPLIMENTS OF

Frederick Goodliffe

FOREWORD



ONE HUNDRED YEARS in the life of a business ought not to be allowed to pass without some record being made of its inception, its later developments and the achievements of those who have guided its destinies.

What I have written has been set down in the belief that it will interest those who have been in many ways connected with the business during the time I have been a member—a period now of nearly 50 years, in all capacities.

My thoughts, however, have reverted mainly to the founder of the business,—my Grandfather, Arnold Goodliffe,—and it is to his memory and to do honor to one who in his day and generation commanded the respect and confidence of all who knew him that this has been written. A man of fine character, virile, a keen business man, scrupulously honest in all his dealings with his fellow-men, somewhat stern but with a strict sense of justice and fairness; in fact a typical Englishman.

I am told that I have within me, some faint reflex of that grand old man; I cannot see it myself, but it may be there all the same, so to him I dedicate this incomplete, fragmentary and somewhat rambling story dealing with the personal and business life of those who have carried on the business during the past 100 years.

FREDERICK GOODLIFFE.

20, Wollaton Street,
Nottingham.

Christmas, 1927.



MARY ARNOLD GOODLIFFE,
Mother of Arnold Goodliffe,
Born 1767, Died 1855

A Century of Business



ARNOLD GOODLIFFE, the founder of the business, was the seventh son of Thomas and Mary Goodliffe, who lived at Lambley Lodge, Rutlandshire, where his family were farmers with records going back to 1690.

BELTON

His ancestors were strong nonconformists of the Baptist faith, in the days when it was a punishable offence to be a dissenter. He inherited the faith of his forefathers and all through his life was an ardent supporter of the Baptist Church.

On coming to Nottingham he joined the Stoney Street Chapel, then Broad Street and for over forty years was Superintendent of the Sunday School. Sunday observance was no empty phrase in those days; Early Prayers at 7, Sunday School at 9, Service 10.30 to 12.30, School 1 to 3, Evening Service 6.30 to 8, Prayer Meeting 8 to 9, and this after keeping shops open until after 12 o'clock on Saturday night. Many kept open later but he would never trade on the Sabbath.

In Politics he was first a Chartist, then a Radical, later a Liberal. He was one of those who took a great interest and some part in the agitation for reform of Parliament, and the abolition of rotten Boroughs. Many towns had petitioned against the passing of the reform Bill. The Duke of Newcastle as owner of seven rotten boroughs was very unpopular.

Crowds would run to Trent Bridge to meet the

Coaches bringing the news from London. When at last the Lords threw out the Bill passed by the Commons, excitement was at fever heat. A great meeting was held in the Market Place, and the crowd—excited by orators—rushed to Colwick Hall which they fired. From there the men went to the Castle which also they burned,—my Grandfather witnessing this from Standard Hill.

Chartist though he was, these excesses incensed him, and strongly he repudiated the actions. He represented Market Ward on the Council but declining on principle to find what was termed "Beer money" for the free and uncorruptible voters he soon lost the seat.

For many years he was a member of the Board of Guardians. He was a pronounced abstainer. In his boyhood days at Lambley Lodge beer was the common beverage, tea, coffee and cocoa being practically unused except by those of ample means on account of the prohibitive prices. The drunkenness he witnessed at Nottingham in his early manhood so shocked him that he joined the then most unpopular society, named Teetotalers, and was for the remainder of his life a staunch adherent.

His business career was an object lesson in perseverance, industry, success gained by sheer hard work, rigid economy, and sterling honesty. The foundation he laid was upon a rock, and so well and truly laid that it has withstood the buffetings of time. To him be the credit given for whatever faint rays of glory may remain at this day.

In August, 1823, he started his business career with his Uncle who was a Provision Dealer, in a shop situated in Smithy Row, afterwards taken over by Joseph Burton.

He had never seen a large town and was much

impressed,—as the coach crossed the old Trent Bridge and as the horses cantered up Hollow Stone and later swung into Bridlesmith Gate,—to see the streets alight with gas; feeble though the illumination was, it seemed to him wonderful compared with the candle and rush-light of his home. His description of the house and shop in Smithy Row is worth relating as an illustration of the conditions prevailing at that time.

“One half of the shop was provisions, the other half occupied by a drunken butcher whose family inhabited one part of the house. The rooms at the back of the house faced the shambles; the kitchen, coal place, pantry, and open petty, all underground, were used in common by both families. The sanitary conditions were horrible, the stench abominable, and this in the heart of the Town.”

One of the most stirring events of the year 1824, after he had been in Nottingham one year was the funeral of Lord Byron. This made a lasting impression, as a long cavalcade of carriages and horsemen passed Smithy Row on their way to Hucknall.

In 1827, a lock-up shop being to let in Bridlesmith Gate, then one of the leading thoroughfares, he opened in a very modest way as a Provision Dealer on his own account. Being unmarried he bargained with an old lady to board and lodge him for 7/- per week, he tried to get her to accept 20/- for three weeks but failed. Passing years have altered the value of money but the spirit of bargaining remains.

In 1830 he married Anne Speed and removed to a house and shop in Bridlesmith Gate, later to be taken over and converted by the owner into a public house and named “The Old Armchair,” now no more.

Not 1824 to 1830

In 1843, after being in business sixteen years, he removed to 40 Bridlesmith Gate, where the business was carried on till 1902. It was a great step forward. The house and shop in those days was considered to be of some importance. Underneath were rock cellars and passages, above them commodious cellars that held large stocks of cheese, butter and bacon; on the ground floor a large shop, behind which was a good sized room, oak-panelled, which was used as a dining room, and beyond this two large kitchens.

From cellar to roof were six stories. It contained beside the kitchen and dining room, nine bedrooms (in one of which I was born in 1862), large drawing room and usual offices.

This year commenced the service of one, William Aldridge, who was destined to remain for a considerable period; one of the best of the old type, faithful, zealous, scrupulously honest, a servant and at the same time a friend, one of nature's gentlemen who I am proud to have had working with me during the early part of my business career, and who was to me the same faithful employee as he had been to my predecessors.

William Aldred at the age of 12 started as part errand boy, and part nurse; he remained until the year 1900, when he left me after 58 years' service. He died in 1917 at the age of 87, respected by all those who knew him.

In 1836 my Father, Thomas, was born and in 1845 came to the business to help with book-keeping; later on he extended the wholesale trade in Derbyshire and Lincolnshire. Incidentally, I still continue the Lincoln journey opened by my Grandfather in 1840 so that for 87 years without a break a member of the firm of the same name and family in direct succession has called upon the customers in that city. I believe this to be unique

at any rate so far as the provision trade is concerned.

In 1859, Arnold Goodliffe built a house in the Nottingham Park (then being opened out), and in the same year enlarged the business premises, building a warehouse behind the dwelling house. Forty-two years later I had to pay a good sum to the owners for dilapidations to the property which our money had built. As the whole was on a repairing lease, the law was on their side but it seemed to me unjust.

One of his close friends was a fellow Baptist, Thomas Cook, and he was with him on one of the first Railway Excursions arranged by him. He travelled under the personal conduction of Thomas Cook on several early excursions and specially speaks of the one to Ireland the year after the famine; one to Scotland in 1867, and then one to Italy; I believe the first one that Thomas Cook organised to that country.

In the year 1860 his son Thomas was taken into partnership, and in 1868 another son, Pickering,—the firm's title then became A. Goodliffe & Sons. This relieved him considerably from close application to business and enabled him to enjoy the fruits of his labours.

The year 1876 witnessed his retirement from business, transferring his interest to his sons Thomas and Pickering, after 50 years' business life.

He continued his keen interest in the business helping with his counsel and practical assistance until the year 1888, when he died at the age of 81.

* * * *

In the year 1879 Pickering Goodliffe retired and my Father, Thomas Goodliffe carried on under his own name.

His life, private and business, was somewhat

Linton Rd.

chequered. Though of somewhat frail physical constitution he was mentally gifted. His great desire when leaving school was to enter the medical profession, and to quote an extract from his diary he "shed bitter tears when he had to put an apron on and go behind the counter." He never had a real love for his business but subverted his personal desire to a high sense of duty, bringing to it a fiery energy and brilliant mental gifts which had the effect of rapidly extending the scope of operations during the somewhat short period he had entire ownership.

In the year 1850, when 20 years of age, being in delicate health, he had gone to Australia, a big undertaking in those days. The old sailing ships of romance were very unromantic in actual experience. Confined space, hard fare, tempestuous seas, storms and gales alternating with calms, made the journey one which, compared with the luxurious travel of to-day, was a nightmare. Owing to adverse and unfavourable conditions the voyage took six months to accomplish. About the time he landed the Gold rush to the newly discovered Gold fields of Bendigo was in full swing, prices of commodities and food soared to what was then giddy heights.

He wrote home explaining the conditions and in conjunction with his Father experimented in the importation of Provisions. Unfortunately the length of time taken in transit and totally inadequate facilities for storage in transit made the speculation a failure.

The heavy salted bacon and butter was saleable at a big profit, but cheese was like the curate's egg "only good in parts." In fact the ship's captain tried to put in a claim for damages stating that his crew were suffering from gasses emanating from the decayed and decaying cheese. The only

ones that benefited were the swarms of rats that infested those old-time sailing vessels.

After this unsuccessful venture he joined a firm of Grocers in Melbourne and made many journeys to the diggings with waggon loads of provisions hauled by teams of four horses, through rough scrubby country whose only roads were tracks. These tracks were infested with convicts who at that time were transported by England, and were a menace. Many were the exciting journeys to the diggings, but being under guard and only travelling along with strong parties he escaped both physical and material loss.

Suffering from slight sunstroke, and as his Father was needing help in England, he returned in 1860 after ten years absence.

After 1879, the year he assumed entire control, the business quickly responded to his energetic activities. With imagination and enterprise he extended and developed it. But nature took her toll; the strain upon a constitution never robust was more than it could withstand, and struggling in vain against the encroachment of a wasting disease, sick and weary at heart with pain, yet fighting heroically to the very end, he died on June 3rd, 1889, in his 58th year.

He was keenly interested in politics and took active interest in social and philanthropic affairs. At Mansfield Road Baptist Chapel were his main efforts directed and for many years under Dr. Samuel Cox he was the Secretary of the Church and also Bible Class and chairman of the Benevolent Society. He was always ready with a helping hand in the many opportunities for service that were a feature in his day and generation. He was a student of literature and his library was extensive and comprehensive.

On January 1st, 1881, I was brought into the

business at the age of 19. Previously I had been engaged with Messrs. Dunn & Fry, Booksellers and Printers, South Parade, under whom I commenced my business career. They were two opposite natures, Jonathan Newham Dunn a martinet of the old school whose motto seemed to be "If you have a boy, whip him, if he isn't in mischief he soon will be,"—a strict disciplinarian, a master whose nature and character, admirable though it was, came into constant conflict with mine, so that looking backward I cannot find that from him I learned much. In William Fry I found a friend. He had a refined observant, gentle, sympathetic nature which brought out what little was of good in an impetuous, wayward, erratic and careless boy. He gave me the opportunity to learn printing, bookbinding, lithographing, but above all directed my mind in the way to choose the best in literature. Many were the hours spent in reading that should have been occupied in other duties, but the knowledge gained from books under William Fry has been of lasting benefit. To him I owe a debt of gratitude, for at an impressionable age he directed my thoughts and guided my steps.

In those days masters and apprentices were brought into close contact. William Fry recognized the responsibilities and duties of his stewardship and more than fulfilled his obligations.

From bookselling to provisions was a great change, but evidently my calling was bred in the bone for I soon gained the approbation of my Father. The cheese branch of the business appealed most to me, so I lost no opportunity of visiting the farms and studied the making of Stilton, Derby, Leicester and Cheshire and Cheddar cheeses, these being practically representative of all varieties.

11

At the age of twenty an event occurred which gave me an opportunity to shew my worth and proved to be an epoch, making the entrance to that strenuous life which has been mine for so many years. A vacancy having occurred owing to the discharge of our head traveller, I asked to be allowed to take over his duties. It seemed presumptuous, but my Father being a man with vision consented to give me a trial. I was given a list of his journeys and the names of his customers. The first place, Bakewell, had been opened when the railway was being built from Rowsley to Millers Dale. I can remember the events as if yesterday. I had breakfast at 5.30 a.m., walked through the snow from Corporation Oaks, where we lived, to the old Midland Station. Travelled on the 6.25 a.m. to Wirksworth, walked from there through deep snow to Cromford, Matlock Bath, Matlock Bridge, and took train to Bakewell. Hired a trap, drove to Calver Bridge, back to Bakewell and entrained there for Nottingham, arriving home at 10.30 p.m.

This was followed in due course by the Derbyshire journey which was driven. I started at 7 a.m. and without detailing the places called at—which commenced at Kimberley and through the colliery district ending at Ilkeston, my last call being at 9 o'clock. This journey had been opened up by my Grandfather about 1840.

Another journey was called Boston and Skegness, then a comparatively small seaside resort. The train left at 5.30 which necessitated arising at 4.30. The towns called at were Sleaford, Boston, Heckington, Wainfleet and Skegness. The return train arrived at Nottingham about 11.30.

These journeys had each taken two days by my predecessor, so that my Father had no hesitation in giving me the post at the end of the

period of my probation. I continued these journeys for twenty-five years without a break. It is in no spirit of vain glory that I recount these efforts, but as typical of the method of conducting business in the early days of my business career.

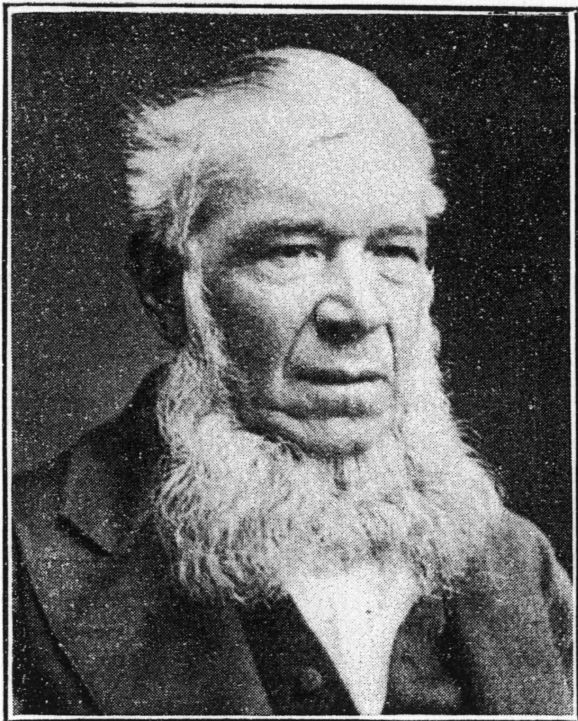
In January, 1884, soon after my twenty-first birthday, I was married and took over the house at Bridlesmith Gate where I was born, remaining there until 1897. In 1887 my Father's health failed and at the early age of twenty-five I had the full control and responsibility of the business.

Competition was severe, and I soon found that the weight was heavier than I could carry, so I burnt my boats, cut down trading to one half, reduced the staff and became practically buyer, cashier, traveller and foreman. In 1889 my Father died and the business was carried on under the name and style of Thomas Goodliffe & Son, until in the year of 1900 I bought the family interest and became sole owner. A very proud man was I on the day my name was given to the old firm.

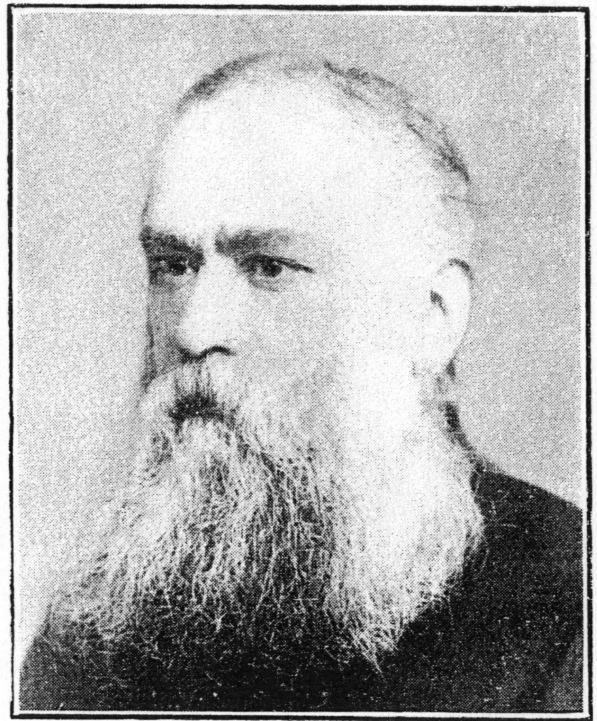
These were days of toil. For years I worked Monday morning to Saturday night, and for the first seven years I took only three days' holiday, and this with the Robin Hoods at Camp. I think it was the fact of being a Volunteer that saved me from a breakdown, the open-air life and sleeping under canvas gave the brain a much needed rest.

In all, I attended twenty-five camps with the Robin Hoods, and twenty camps with the N.R.A. at Bisley.

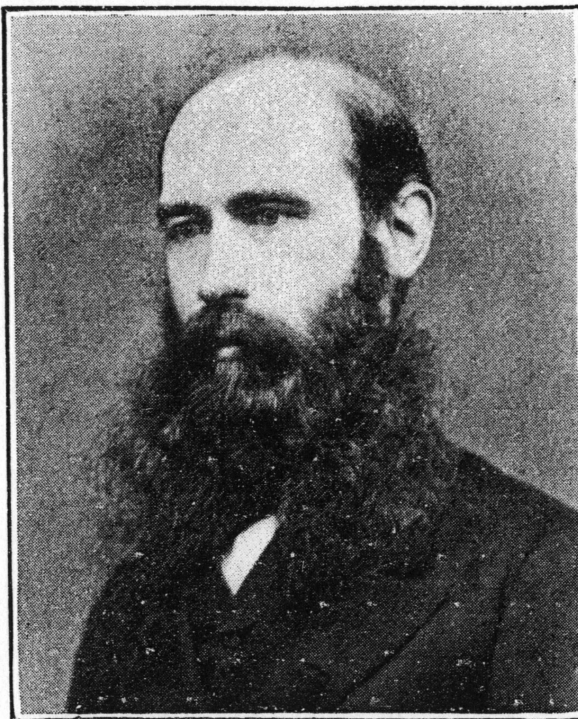
I happened to join the Regiment in a somewhat eventful year, 1881, and was one of the Guard of Honor at the reception of H.R.H. Prince Leopold, Duke of Albany, K.G., who opened the University Buildings on the 30th of June that year.



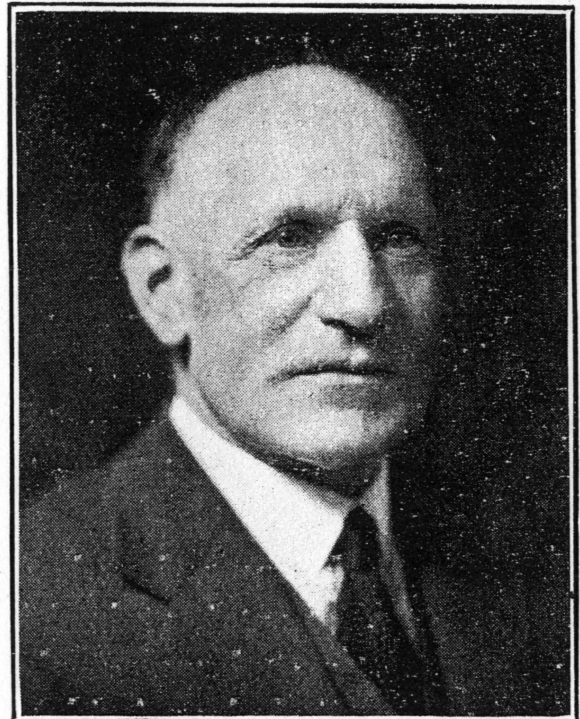
ARNOLD GOODLIFFE,
Born 1807, Died 1887.
Business 1827—1876.



PICKERING GOODLIFFE,
Born 1836, Died 1893.
Business 1868—1879.



THOMAS GOODLIFFE,
Born 1831, Died 1889.
Business 1860—1889.



FREDERICK GOODLIFFE,
Born 1862.
Business 1881.

Colonel Rook, now in command of the Regiment, was at that time my Captain.

* * * *

I was too busy to take any active part in Municipal affairs but for thirty years was connected with the Leenside Mission, which was connected with Mansfield Road Baptist Church, of which I was a member. This was work of happy memory and I am conscious that I received more than I gave.

In 1902 the fifty years' lease of the premises in Bridlesmith Gate having expired, I looked around for premises more suitable for the increased business, and eventually removed to 20, Wollaton Street where I now carry on.

From 1827 to 1927 is but a moment of time in the ages, but it spans the life of six generations, from my Great Grandmother to my Grandchildren, and as I think of the foundation stone of the business laid by my Grandfather and see the superstructure to-day, I realize more and more how well and truly laid was the foundation stone upon which his successors were able to build. The future is on the knees of the Gods, but I hope and desire to continue for many years yet to carry on and do my best in the endeavour to justify the position I hold.

Perhaps the changes in the provision trade have been more marked during the past hundred years than in any other distributing business.

From local supplies to world-wide markets,—from few food commodities to almost multitudinous varieties. Confining myself to the purely provision side of the business it may be interesting to compare 1827 with 1927.

Of the early stages I can only rely upon what

I can remember of the conditions prevailing as told me by my Grandfather.

The only bacon sold was English and Irish. Under the warehouse were rock cellars very suitable for curing and storing. Farmers brought their pigs to Nottingham market, butchers killed and sold the pork in the Shambles. In the winter and spring Sides were bought, those showing measles spots being rejected, and after heavy curing in dry salt the sides were packed in stacks in the cellars, turned over when necessary, and in the summer hung in the drying rooms. Buyers from distances as far apart as Bakewell and Boston used to bring their carts or have this bacon sent by carrier, especially around Goose Fair time when supplies were used.

Irish bacon was sent mainly by Sinclair's of Belfast, a business still carried on under the same name. This was sent by boat to Liverpool and thence by barge to Gordon's Wharf in the Nottingham Canal.

I met, a few years ago, a provision dealer in Lincolnshire who told me a somewhat interesting story which is illuminating as showing the determination of these old traders. The story is this.

"His Grandfather was a trader at Sleaford and bought quantities of Irish bacon from Arnold Goodliffe. Being quite properly desirous of purchasing at the fountain head he drove his horse and trap to Nottingham and stabled at the Black's Head in High Street. He traced the bacon to Gordon's Wharf, a tip of 1/-, quite a good sum in those days, he elicited the information that the supplies came via ship to Liverpool. Coach was taken to Liverpool. There he learned that Belfast was the port of exportation. Passage was taken to Belfast and eventually our Lincoln friend found himself at the works of J. & T. Sinclair.

So impressed were these Irishmen that negotiations were opened and he was from that time entered in the books as a customer."

Somewhere around the fifties, I cannot trace the exact date, America commenced to export bacon to England, huge coarse sides, rinds thick enough for boot soles, fat, salt, packed in boxes containing five or six sides weighing from 100 to 112 lbs. each.

An Irishman, Samuel Kingan, opened a packing house at Indianapolis about 1850 and took over from England cuts peculiar to areas. For instance English cut from Nottingham, Yorkshire cut from Yorkshire, Cumberland cut from Cumberland and Northumberland. Wiltshire cut from Southern counties. Bellies from the West. He then cut and cured these various kinds and soon created a business, the name of which to-day stands high in the trade.

Later came a mild cure bacon from Hamburg treated by a process discovered by a German known as J.D.K. quickly followed by mild cured borax packed hams, bacon and shoulders from the States which has prevailed until quite recently. when in the wisdom or unwisdom of Government officials borax packed hog products are taboo.

The importation of bacon from America followed by Canada, Germany, Holland, and later Russia, gradually brought a change in the system of trading and affected prices until the year 1896 when the lowest point on record was reached for American produce. Bellies of bacon were sold without bone at 20/- per cwt., Sides at 26/- per cwt., Hams at 38/- per cwt. and Lard at 15/- per cwt. From this point a reaction set in; the raising of hogs was not a paying proposition, and in the year 1919 before the Government took re-control, American Bellies touched the high price of 238/- per cwt., Sides 206/- per cwt., Shoulders 173/-

per cwt., Hams 212/- per cwt., wholesale price dried. Lard 199/- and Boneless Cooked Hams 295/- per cwt.

In the early years of the war many thousands of tons of bacon and other hog products intended for enemy countries were captured on the high seas and sold by public auction at prices which enabled the public not only to purchase cheaply but augmented supplies which was of great value during the period it lasted. As low as 12/- per cwt. for fat pieces and up to 50/- for Bellies was about the general price.

Before the importation of cheese, home produce was the source of supply. Cheese fairs were held at various periods and were of considerable importance. The principle ones in this area were Derby's for Derbyshire cheese held on the first Tuesday on alternative months.

Leicester fair, held in September, was a very important one for the sale of Leicesters; hundreds of tons were pitched in Nottingham fair held in October. Not so important were Trentside cheese, a make now almost extinct.

Stiltons were sold at Leicester fair and in the eighties at Melton. Increased importations of cheese from America, Canada, Holland and later from Australia and New Zealand resulted in falling prices, the supplies exceeding the demand until about 1900 when good Derbyshire cheese were sold at from 30/- to 40/- per 120 lbs., and Stiltons from 5d. to 7d. per pound. When one considers that some farmers in Derbyshire after all the labour and trouble of making cheese, travelled all night with their produce in carts, in some cases 20 to 30 miles and then received 3d. to 4d. per pound for their produce, there is no wonder they discontinued and turned their attention to producing milk. Also the system of making cheese in factories from milk

supplied by surrounding farmers made rapid progress until to-day cheese made in farms is of comparative small amount.

The year 1885 saw the lowest price for Canadian cheese, 30/- per 112 pounds being touched, and from 20/- to 30/- for American. The highest price was of course during the war about 1916 before Government control stepped in, when from 160/- to 180/- per cwt. was made.

When my Grandfather started business he bought his supplies of butter from farmers who brought it on Wednesdays and Saturdays in their carts or sent it by carrier. This was made in $\frac{1}{2}$ lb. rolls and sold in the Market Place. Shopkeepers bought from them. In course of time as business grew, my forbear arranged for supplies to be brought to him direct and offered to resell at one penny per pound profit and cultivated such an extensive trade that he was able to fix the market price.

Many farmers sent in supplies by carrier carts leaving the price to him and allowing the amount owing to remain until the Goose Fair, then of fourteen days duration.

For this commodity he was the farmers' distributor and banker. The only other source of supply for many years was from Ireland. This came in firkins weighing from 56 to 70 pounds, heavily salted and often dirty and strong-flavoured, the main virtue being its keeping properties; but it filled a gap in the winter, the public taste was not so fastidious in those days. In Autumn, large quantities were brought mainly from Cork, graded as first, seconds, thirds and fourths. These were stored in the rock cellars under the shop and were used through the winter and well into late Spring when fresh farmers butter made its welcome appearance.

In the seventies, Germany introduced a mild cured factory-made butter which they shipped from Kiel under which name the butter was sold; this name lasted much longer than the actual product did.

Denmark soon followed suit, until in the nineties they captured first place. To-day butter is imported from around the world, Europe, Africa, New Zealand, Australia, The Argentine and Canada. The variation in price has been wide, possibly the lowest price for finest grades of Colonial and Dutch was in 1897 when around 78/- per cwt. was the figure, and the highest was in 1921 when over 300/- per cwt. was reached.

Along with butter, local farmers brought eggs and in times of scarcity quantities of Irish were imported. Later years have seen a remarkable expansion in the source of supply, Europe, Africa, China and America all contributing their quota. The range of prices in my time have been as low as 3/- per 120 in 1896, that is less than three for a penny, to as much as 6d. each during 1916-18.

Trading conditions have changed their form and method. Multiple shops, Combined Co-operative Societies and other trading companies have to some degree replaced the old-time trader, but there is still room and ever will be for individuality if the same spirit and self-sacrificing application is shewn that was such a marked characteristic of those who have gone before and blazed the trail.

As I stated at the commencement of this somewhat disjointed fragment, the main purpose was to perpetuate the name and pay a tribute to the memory of the founder of the business, and in conclusion I would wish to acknowledge the debt of gratitude owing to all those who have made it possible to achieve the object of this narrative.

To loyal servants, to those who have traded with the firm either as buyers or sellers. I acknowledge the obligation and recognise that "not to me be the praise given."

May I end with a line from Pope's Prayer :

" Lord give us peace and bread "

for with these assured, little else matters.

Frederick Goodliffe

STYLE AND TITLES OF BUSINESS

1827—1927.

Arnold Goodliffe	1827 to 1860
A. Goodliffe & Son	1860 to 1868
A. Goodliffe & Sons	1868 to 1876
T. & P. Goodliffe	1876 to 1879
Thomas Goodliffe	1879 to 1893
T. Goodliffe & Son	1893 to 1899
Frederick Goodliffe	1899