

## Families quit as experts dig out 'Hermann'

Do you remember this headline?

Another evacuation took place this year but not caused by an old bomb from the War.

Evacuation from Bata Avenue on 28<sup>th</sup> February at 9.45am took place after a gas mains was taken out by the carpet cleaner at 8 o'clock. Typical man says "Don't worry, I've fixed it by parking my car over the top of it." commented one resident after he knocked on her door just after 8am. The whole of Bata Avenue was evacuated while the Gas board and the Fire Brigade were on the scene. The Police halted journeys towards Princess Margaret Road from Coronation Avenue on the estate, and residents were told the library was available for refuge from the elements, however, they preferred to stay on and see the action. As nothing was happening by 10.10am they began to drift in to East Tilbury Library. The all clear was given by 10.20am and residents returned to their homes.



45 Years ago -

## Extracts from the Bata Record dated 2 April 1954

TO ALL BRITISH BATA WORKERS  
When Mrs Mary Bata died recently in New York, Mr J Tusa, the managing director sent a letter of condolence to her son, Mr Thomas Bata, the chairman of the Company. He also sent a wreath from the British Bata Workers. During Mr Tusa's absence in West Africa, Mr Thomas Bata and his wife wrote from New York acknowledging these with "our sincere thanks for the beautiful flowers for the associates of the British Bata Shoe Company." *Report taken from the Bata Record dated 9 April 1954*

Words from Lea Bridge Personals  
Competition entry won by checker Alf Watts.

Time and tides they do not wait  
Nor can your jobs thro' being late:  
So in the mornings move as sprightly  
Thro' the gate as you do nightly.  
Subject this month is "Machine Cleaning" convert your 5:30 to 5:45 on Friday night views and wisecracks on this occupation into rhyme. *Report taken from the Bata Record dated 2 April 1954*

British Bata store at Lagos opened. With a selling area of 5000 square feet it is the largest of all the Company's chain of modern stores.

Proud fathers of baby boys - book-keeper Ron Lewsley, of the rubber factory and Ernie Crisp of refinishing department.

It Runs In The Family Father and Mother liked work at East Tilbury so they brought their daughter along as well. This is what Irene Jarvis, wife of John, told in the Bata Record 2 Apr 1954. "I am very glad that Evelyn is a Bata worker. For young people, especially, this is a splendid place to start an interesting career, and I feel sure she will succeed. This is the first time I have been out to work, and I have never regretted it." Irene also said, "I find companionship, as well as interesting work in department 331." Evelyn, 15, and works in the hosiery said, "I have never regretted the decision, the work is interesting, and the girls in the hosiery department are cheerful and friendly. I hope I can stay here a good long while," Evelyn came straight from Hassenbrook Secondary School.

Fighting Finish Carries Bata Into League Cup Final. ... two goals in arrears eight minutes from the end, rallied to draw 2-2 with Storey Reserves and then went onto win 3-2, in extra time, carried the shoemen into the final of the London League Cup Competition.

Bata Juniors scored six in second half to win 6 - in their Grays and District Minor league game with Chadwell Sports.

FRIDAY NIGHT TRAINS WERE DELAYED 5.24pm train from East Tilbury to Southend, known as the 'Bata Special', was, without any reason given—even to the station authorities—cancelled. "Hundreds of workers," "upto 40 minutes late home".

Prize money offered in the Christmas Quality Competition was £300 in 1944 and £2000 in 19534, which we must

remember was the total prize money not £300 or £2000 each.

1954 was a Double Jubilee for Bata 60 years (world) and 21 Years (in Great Britain)



Personal \*\*\*\*\*

\*\*\*\*\* Pars

Clive Richardson  
Worked with Bata 1962-1966 here and at Cumnock Ayrshire.  
Would like to contact  
Gordon Brooks. E-mail:  
CliveRichardson2@aol.com  
Can you help?

Recent visitors from John Lewis, Watford enjoyed their visit to the centre. They also are recording their history of their outlets and found us very interesting.

The centre also visits other organisations to give a presentation and have recently been to Thameside Family a group held at Grays Adult College.

The Bata R & R held a film show on 3rd December, it was a very good insight to Bata's around the world, Mary Duffus was remembered through her appearance in Bata Colony and her interview with David Dimbleby both shown that evening.

The next open day will be  
 7 October 2009  
 11am to 4pm  
 Reminiscence and catch up  
 with old acquaintances  
 Peruse the Bata Records  
 Look at the photographs  
 and memorabilia  
 Stir up those memories  
 and record them if you  
 wish

We would also welcome your cash  
 donations to help with the running  
 costs incurred in the centre.

**FIT YOUR FEET WITH—**  
*footwear's*  
**Softest Step!**

Bata Crepe Flex is the most revolutionary improvement in shoe soles of this century. It means longer wearing shoes... more comfortable shoes... and yet shoes sold with Bata Crepe Flex cost no more than an ordinary pair!

STYLE 41. A well known and comfortable Bata Crepe Flex shoe with light, comfortable sole. Made in Italy. Size 41. 47.0

STYLE 42. Attractive wedge heel design with Crepe Flex sole. In black, brown, red or olive. 37.0

**Bata CREPE FLEX**

THE BRITISH BATA GROUP COMPANY LIMITED  
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