

**A brief inside view
of
The Cocoa Works Magazine**
(The journal of Rowntree & Co. 1902-1968)

The Cocoa Works Magazine



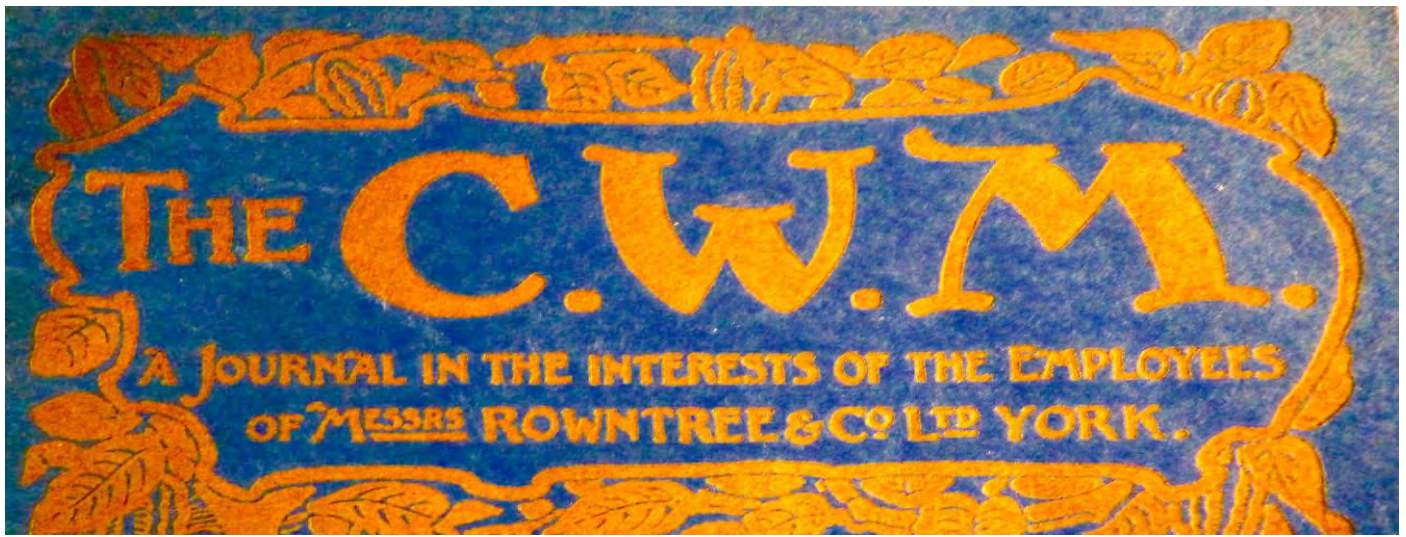
The Rowntree legacy, especially in York, occupies a special place in the hearts, family histories and personal memories of many people.

One part of that legacy is **'The Cocoa Works Magazine' (CWM)**.

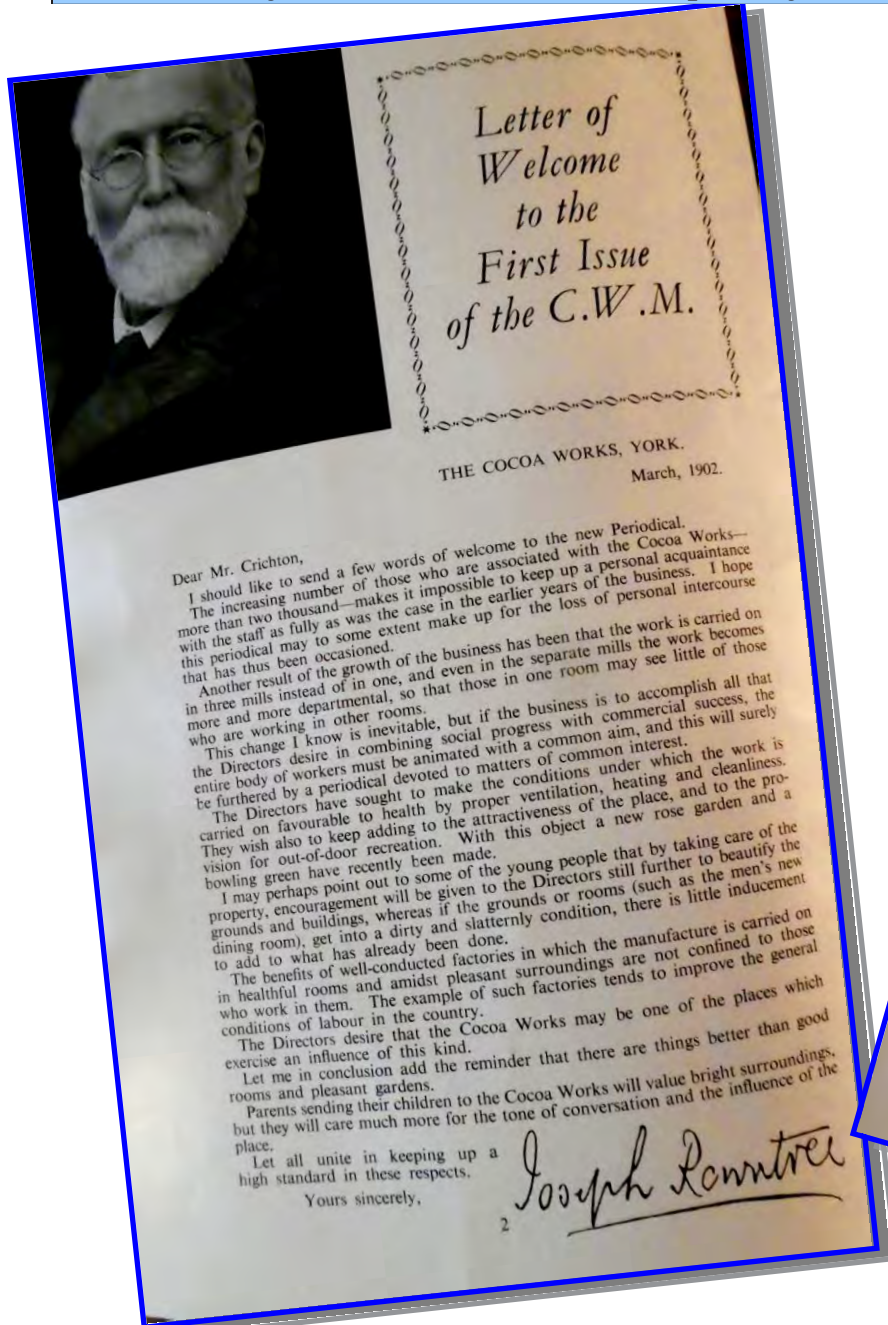
Joseph Rowntree was a 'people person'; he liked and was interested in people and took great care of his relationships with his fellow workers. He always wanted the Company to benefit the 'whole person', not just to be their employer. He said he intended *'to combine social progress with commercial success'*. As the company grew and employed more people it was difficult to retain personal contact with everyone. By 1902, it was operating from 3 locations so it was thought that a company magazine would help *'to make up for the loss of personal intercourse that has thus been occasioned.'* This was far-sighted at the time as the CWM was one of the first and longest surviving publications of its type, continuing until 1968.

The way in which the magazine developed was very much a product of the culture Joseph developed within the company. Each person was a valued individual whose social, family and even financial well-being could be furthered by the fact that they worked at Rowntrees. The CWM set out to be much more than just a noticeboard about Company issues. It aimed to educate, inform, and entertain. It included personal information about employees, their jobs, hobbies, holidays, and when they left, married, retired or died. Thus, it is now a significant document of Social History.

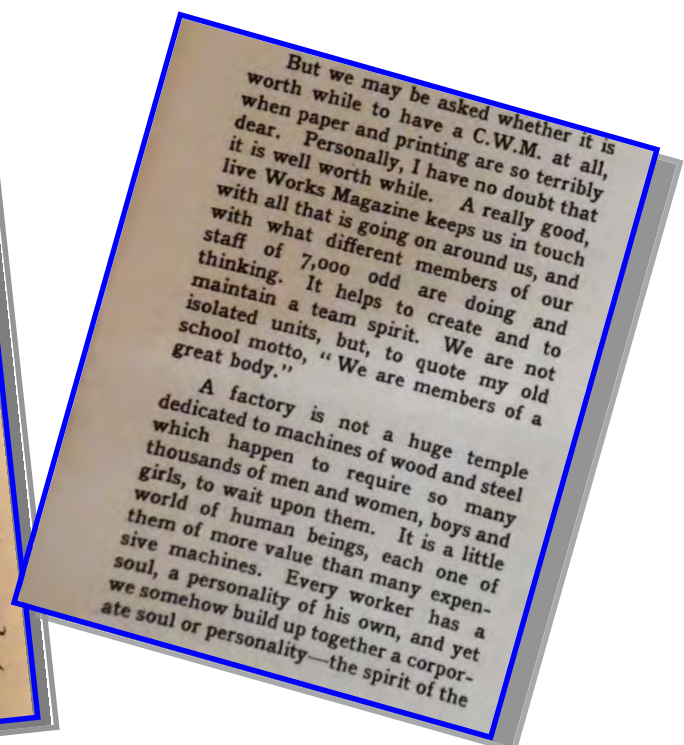
Author: Stan Young, Volunteer, The Rowntree Society.
September 2018



This heading is from the first edition of The Cocoa Works Magazine in 1902. Note the snap line referring to '**A Journal in the interests of the employees of...**' giving a strong hint to Joseph Rowntree's intentions for a magazine which was to serve the purposes of the employees rather than just the company. He wrote introductory letters and articles frequently for the publication.



The piece below is an extract from an article written by Seeböhm Rowntree in June 1920, 18 years after the first edition. The company remained very committed to the magazine even through difficult financial times. Details of costs are difficult to find but we do know that in 1932 the company decided to continue spending £400 per year on the publication.

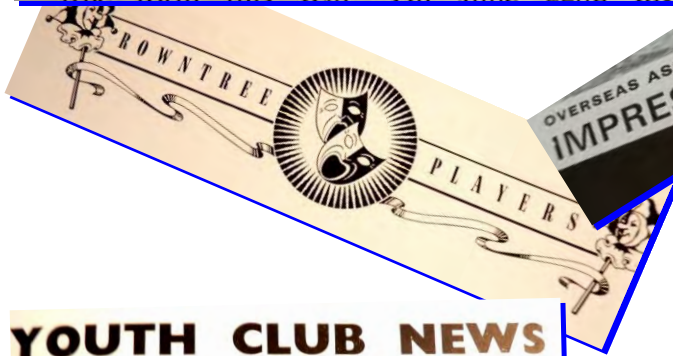


The 'CWM' was intended for everyone

...and aimed to encourage and publicise the activities of dozens, perhaps even hundreds, of committees, clubs, societies and activities which took place within the company. It also addressed issues such as trade unions, travel and changes in wider society. As such, it can tell us much about how people lived and what their interests were over many years. Here are just a few examples...

THE ROWNTREE GIRL GUIDES

The Rowntree Girl Guides are showing their true form this year. On June 22nd they



OVERSEAS ASSOCIATED COMPANIES
IMPRESSIONS OF T

SPORTS

SPORTS ORGANISERS' NOTES
are the major events in the world of the Cross Works during 1950?
Annual Sports will take place on Saturday, July 8th, 1950.
Swimming Gala is planned to take place on these are the Inter-departmental Junior Senior Soccer Competitions, the Inter-departmental Angling Competitions and the Inter-departmental Cricket Competitions.
These events mean a great deal of work and responsibility for organising them. We have to be even more successful than they have been in previous years. To make this possible we shall be glad to have the help and interest of all interested in these sporting events and suggestions for improving the organisation.

NEWS

In July, Mr. P. H. P. will arrange for many of our members to go to the York Chess League, which is to be held at Huddersfield. Weather permitting, the ladies will be invited to play at Easingwold. As foreshadowed in our last issue, the York Chess League, which is to be held at Huddersfield, will be a success. Both teams are well; the second rather better. First Team - Won 2, Second - Won 6. With so many matches, meetings have tended to be a bit of a few games having Club Tournament.

YOUTH CLUB NEWS



..Appointments and Promotions

Welcome to
Miss Y. RYCROFT who has joined the staff of the Girls' Day Continuation School as Arts and Crafts Mistress.
Mr. F. W. Z.
Chief Fire Officer.
Mr. C. H. T.

Items from the business of the Central Council

COCOA WORKS PENSIONERS' FELLOWSHIP

fourth annual report to the members, Secretary, Mr. F. Kitchin, says: "On looking back over the past four years we have many happy memories and have the friendly atmosphere and com- b. which is one of the character- b. the means of maintaining a live interest in Club's activities, and fosters the re- With re-

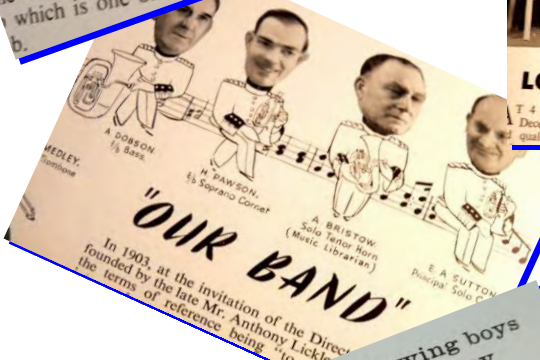


LONG SERVICE PRESENTATIONS

T 4 o'clock on the afternoon of 12th December, a group of employees, who qualified for their Long Service gifts

GIRLS' SICK CLUB

Secretary of the Sick Club, Wor



"OUR BAND"

We Welcome the following boys into the service of the Company

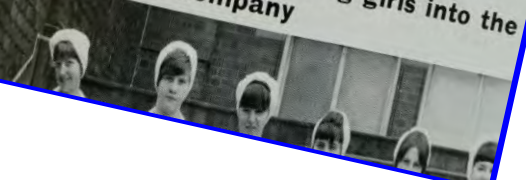
THE COCOA WORKS

the substantial balance in hand at

fawdon newsletter
T. I. Farrington

York Institutions

WE WELCOME the following girls into the service of the Company



Belgian Refugees in New Earswick



The **CWM** of December 1914 (at the beginning of World War 1) tells us that the Directors placed nine houses and a 'cottage' in New Earswick at the disposal of a Committee especially set up to offer homes to Belgian families.

This followed 'the devastation of Belgium and the flight of the population to Holland, France and England'.



Employees were invited to contribute 1d (old pence) per week to finance the work. They did so with great generosity as is shown by this balance sheet published in **CWM**.

Thanks to **CWM** we have extensive details of the names and make up of the families who came to New Earswick, including their addresses. It would be interesting to know if today's residents of those houses have any idea of the history of their home! Joseph Rowntree appears to have been directly involved in this project and in helping refugees to settle in.

The York Cocoa Works Belgian Refugee Fund.

INCOME.		EXPENDITURE.	
1914.	£ s. d.	1914.	£ s. d.
Oct. 24 To Employees' Contributions, etc.	19 10 1	Dec. By Furniture ..	25 13 6
Oct. 31 Ditto	29 11 10	.. Bedding ..	40 11 1
Nov. 7 Ditto	23 3 2	.. Realizable ..	23 16 7½
Nov. 24 Ditto	17 13 8	.. Pots ..	2 0 11
Nov. 21 Ditto	17 5 2	.. Kitchen Utensils ..	0 19 6½
Nov. 28 Ditto	27 6 1½	.. Coal ..	4 14 6
Dec. 5 Ditto	33 5 9½	.. Groceries ..	3 2 3
		.. Carting ..	1 16 0
		.. Sundries ..	2 12 1
		.. Grants to Families ..	7 3 0
		.. Balance—	
		Cash at Wage Office	£45 11s. 0d.
		Cash in hand of Treasurer	£9 15s. 4d.
			55 6 4
	£167 15 10		£167 15 10

G. WALKER, } Auditors.
W. W. MILBURN, }
C. HORNER, Treasurer.
ARTHUR WILKINSON, Secretary.

Dec. 11th, 1914.

The **CWM** of December 1914 details some of the trauma and distress that families had endured during the German invasion and before reaching their New Earswick home. They also benefited from the educational activities of Rowntree & Co. by attending the Day Schools. The Girls School within the factory undertook to furnish and equip the 'cottage', hang curtains and decorate. They contributed 1d per week (in addition to the remainder of the factory) which was quite a sacrifice in war time when money was scarce.

Some of the refugees may have worked in the factory, but their skills were also in demand. The editorial of the December 1914 edition makes the following offer in the language of the day:

...and when the work was done the fund was closed.

BELGIAN FUND WOUND UP

THE final meeting of this five year old committee was held recently for the purpose of winding up the fund. The balance of £14 os. 1d. remaining in the hands of the Treasurer, was unanimously voted to the War Memorial Fund. Votes of thanks were passed to all the good people who had helped in this excellent work, and though the meeting felt that it was not fair to individualise, it was agreed that there was a great debt due to those who had specially concerned themselves with the purchase, transport and arranging of furniture at the moment when the Belgians were pouring into England.

Lessons in French

'Among the refugees who are guests of our fellow workers there are one or two well educated men who would be glad to give French lessons. Any of our readers anxious to take the opportunity of acquiring a knowledge are invited to apply to Mr. D.S. Crichton'.

Home Affairs...

The **CWM** was as much a magazine about people's lives as the commercial development of the Company. Rowntree & Co Ltd, more than many other large companies, took a serious and enduring interest in how their employees lived and sought to improve the quality of their lives, often using the **CWM** to do this. Joseph was driven by concerns about family poverty, housing and education. He continued teaching in the Adult schools well into his '50's when he was already a heavily committed businessman. He created New Earswick to provide high quality housing, not just for workers in the Rowntree Company but also for railway employees and others. The magazine carried many useful and informative, if at times paternalistic articles about the developments of the day. 'The House We Want' from June 1920 promotes the use of gas in the home for uses other than just lighting, whilst another extols the virtues of the 'wireless'.

THE C. W. M. 39

The House We Want

WE are interested to see in "A Thousand and one uses for Gas" an article under the above title by Mr. W. J. Swain dealing with the houses at New Earswick. He emphasizes the point that the use of gas is not fully taken into consideration by architects except for lighting. We have not space to quote freely from a highly readable article, but the following is a summary of his points in connection with the use of gas:—


Various are the criticisms levelled against the all-gas house, but they may be reduced in substance to four, with which I shall deal in detail.

First.—It is objected that home is not a really comfortable home without a coal fire. Answer.—Yes, but think of the work involved in securing that comfort which you vaunt so highly. It is work that falls in the great majority of cases on the shoulders of the housewife. The great ideal of home life as well as of industrial life is labour saving, and the most efficient labour saver in the home is gas.

Second.—Ventilation of the rooms is far better when we have a fire in the open grate, than with a gas fire where the flue is covered in. Answer.—The ventilation of the room should not be at the fireplace level. This causes your feet and legs to be in a draught. But there is no doubt that the coal fire is in reality the most wasteful method of heating a room, because it causes such a large volume of cold air to rush towards the chimney situated close to the floor, and only a very small proportion of the heat generated is used. In short, most of the direct heat goes up the flue. The correct method is to insist on the top ventilation.

Third.—Gas fires dry the air more than coal fires and make the atmosphere unpleasant. Answer.—In the first place, this is because the ventilation of the room has not been taken into account when the house was built. Then we have to remember that a great deal of our experience has been with old-fashioned gas fires, which did not allow for radiant heat. The old-fashioned gas fire, in fact, used to destroy humidity; but the scientific construction of the present-day gas fire has eliminated all this, by providing complete combustion, and giving true calorific values.

Fourth.—We must have a coal fire, otherwise how are we going to burn up all the household rubbish which accumulates daily. Answer.—The gas incinerator now on the market fulfils all requirements in this respect much more effectively than crude coal.



One of the New Earswick Bungalows

To the women of Great Britain this appeal is addressed. Many, nay the vast majority of them, are unable to afford extra help in their household duties. I would therefore ask them before they condemn the all-gas house, whether they have considered its advantages over the older, more wasteful system in respect not only of its superior labour-saving qualities, but of its far greater cleanliness, convenience, and real economy of fuel. For instance, a gas-cooker is now regarded, and rightly regarded, as a necessity in all up-to-date households, for it can be regulated with much greater certainty than can the old-fashioned coal range. Another advantage is the presence of a constant supply of hot water, which is fast coming to be treated by the ordinary housewife as an absolute essential if her work is to be done properly. In all these matters the women should be the final judges, and I confidently leave the decision in their hands.

THE C. W. M.

A Talk on Wireless

By our Electrical Superintendent

THERE may be many people who are thinking about Wireless, and would like to take it up, but hesitate to do so, fearing that a great deal of technical knowledge is required before any success can be attained. Perhaps a few hints from a non-expert may be useful, and help to transfer them from the shivery brink, so to speak, to the ethereal waves of wireless.

Anyone who can use simple tools will have no difficulty in constructing a set—a soldering iron, hand-drill, pliers, screwdriver—are all you require. Full instructions are available in the numerous Wireless periodicals and heavy technical knowledge is required—this can come afterwards, if so desired. In York we are very favourably situated for the reception of the various broadcasts, because of the various...

If it is desired to use a Loudspeaker at least four valves are required, good results, although it is possible to get fairly good strength—sufficient for a small room—with three, and if a valve is used for the last one, so the better.

There are various kinds and makes of valves, and they can roughly be divided into two classes—i.e., Bright Emitters and Dull Emitters. Unless you use Bright Emitters, do not have Bright Emitters, they use a lot of current and have very little to recommend them beyond the fact that they are considerably cheaper in first cost. Some of the cheaper valves can be had for as little as 2s. 6d.

A New Invention!... This is just a glimpse of an article extending over 2 pages in the Christmas 1924 edition about the development of the 'Wireless' or 'Radio' as we know it today. It extolled its virtues and explained about 'crystal sets', valves, aerials and speakers. The article encourages people to make their own 2-valve set for about £8, or a 3-valve set for £11. Further talks and the formation of a 'Radio Club' at the factory were announced.

Allotments featured in many, issues. This 'advertisement' is from the April 1925 edition. Similar notices appeared for 'Boys' Allotments! Arnold Rowntree was very keen on allotments and provided the land for their development. The company also used the CWM to promote other aids to family living e.g. The Firewood Committee, holidays and savings schemes.

GIRLS' ALLOTMENTS

A FEW garden plots are to let; size 115 square yards; rent 4/6 a year; free use of shed and tools.

Orders for potato sets should be given at once for:—(a) first early varieties, (b) second early varieties, (c) main group varieties. To plant up about 60 square yards, 1½ to 2 stone of sets are required. Kinds and prices will be posted in the Girls' Allotments Shed. Cost will be about 4/3 to 4/9 per stone.

W. GOATER

CWM always paid tribute to 'oldtimers' who had given their working lives to the company. Their memories are special.



In July 1930 the **CWM** marked the retirement of Seb Horsman who started work in 1880. He worked with Seeborn and Arnold Rowntree and, without knowing it, played a part in bringing us Pastilles and Fruit Gums. He worked with the Frenchman Mr. Gaget, whom Joseph Rowntree had employed to develop these new products.

This story from **CWM** July 1934 shares the memories of 'Granny Andrew' who worked for Joseph in the very early days at Tanners Moat. Conditions then were very, very different to today!

"SEP" HORSMAN



"Sep"

Fifty years' service at the Cocoa Works is something of a record. It is a record which our old friend Sep Horsman proudly claims, and he deserves a long spell of happy, healthful

retirement. He started in 1880 and retired at the end of last month. Henry Isaac Rowntree engaged him as a bright little school boy and he was set to work with Gaget as a handy boy at Tanner's Moat. A little later, he worked with George Barker in the Boiling Section and came along to Haxby Road in 1891 for Fruit Boiling, working under B. S. Rowntree and Arnold S. Rowntree. Three years later, he went back to Tanner's Moat, working under G. W. R. Wright and J. Fenwick in the Cream Department, with which he has been connected ever since, both at Tanner's Moat and Haxby Road. Like all retiring veterans, he loves to dwell on the old days when the business was in its infancy and when work was more arduous and wages less generous. He remembers how men were encouraged to punctuality by a premium of a half-penny or a farthing if they were in before time, the total pence gained thereby amounting to sixpence per week. The timekeeping methods of those days too bring a smile to our faces. Hanks, the foreman, would line the men up and shout "Time," whereupon each employee would say how many hours he had worked that week. This strikes one as being rather slipshod and open to abuse, but friend Horsman added, with a twinkle of the eye, that the foreman could always check any exaggeration of memory.

The Editor recently had the pleasure of a chat with Mrs. Andrew—she won't mind our calling her "Granny" Andrew—who went to work at Tanners' Moat 55 years ago. We were not a Company then; the little business was building up under the care of Henry Isaac and his brother Joseph. Our present Directors were either unborn or at school. Our Chairman, Mr. B. S. Rowntree, was eight years old.

Mrs. Andrew truly says that we in these later days can have no idea of the crude working conditions and primitive "factory" of those times. The chocolate was drawn up through three trap doors; the small rooms were feebly lighted by gas; the hours were from 6.0 a.m. to 6.0 p.m. and 1.0 p.m. on Saturdays; there were no dining arrangements, and people ate where they could find a resting place.



Mrs. Andrew

"Granny" was one of four who worked in a little kitchen "making waste." MAKING waste! But it had a different meaning in those days, and it is a phrase now understood only by the few! There was no chocolate cooling arrangement in those days, and those in our present Cake Department will smile to hear that the moulded chocolate was carried to a cellar and laid to rest on stone slabs. "Piping" was done with the bare fingers! Miss Butler was the Overlooker, and the Packing Staff consisted of Mr. Wise and Mr. Sharpe. There was no time-recording system; the little staff gave their own time worked, and were handed out loose cash. (Others have told us that Hanks the foreman took the money round in a hat.)

COCOA WORKS MAGAZINE

in War Time

Between 1913 & 1916, out of an average of 3000 employees, almost 2000 left for war service.

Additionally 181 females were transferred to munitions work. Rowntree continued to employ conscientious objectors and some

Belgian refugees. CWM reported the movements, trials and tribulations, and at times humour, of the Rowntree employees on war service. Each edition included sections such as 'Letters from Employees OHMS'; 'Reported Missing in Action'; 'Letters from Prisoners of War'; and 'Repatriated Prisoners'. This made the CWM very important to York families. Due to the paper and ink shortage, the wartime editions had fewer pages and were printed on thinner paper.

The Letters received by CWM from employees were all read and summarised in the journal giving graphic pictures of real people enduring war time under very difficult circumstances. Many expressed appreciation that they were receiving parcels from 'The Works', supplies of chocolate (often bartered with cigarettes!) and copies of the CWM. It is clear that they still felt a part of the York 'Rowntree' family. Many Rowntree employees met each other overseas, sometimes in adjacent hospital beds! Some clearly had a better time than others, one reporting himself to be *'feeling very fit and has no grumble...fortunate in being able to add to their rations by buying a pig for £3.00 or a lamb for 10/-', whilst another reporting that 'being on the upper deck during the action...they were close up at the guns for about 80 hours and only allowed below decks for 30 mins. at meal times...the ship was hit and...had some casualties.'* Sgt R. Sharp (A.724), see extract on right, clearly recounts a very traumatic time.

The number in Military/National Services was reported to be 4316 in the Christmas 1945 edition. The Company Chairman reported that the final Roll of Honour was:
139 Killed
21 Missing.



Employees on Military and National Service			
Here is a further list of employees who have been called up or who have, with the Company's approval, volunteered for the Forces or other approved national service (outside industry and agriculture), made up to May 20th, 1942. This brings the total number of employees on service of one form or another up to 2,626 :-			
WOMEN—	McSparan M. E. (Marketing)	Stirk, K. (Accounts)	Horwell, J. J. (K.1017)
Archer, G. (Elect)	Martin, P. (Gum)	Upson, P. (Wages)	Hubbard, S. (M.147)
Bean, S. (Cream Pkg.)	Mason, J. M. (Gum)	Wray, E. (Gum)	James, C. E. (Trav. Stf.)
Bell, K. (Purchasing)	Maw, J. (Women's Employment)	Yorke, E. (Cream Mfg.)	Jary, W. E. (Trav. Staff)
Blanchard, I. (Gum)	Meek, P. (Sales)		Long, P. (P.38)
Brown, D. (Crm. Mfg.)	Melody, E. (Cake)		McDonald, D. G. (Trav. Staff)
Carlin, M. (Crm. Mfg.)			
Carling, E. (Gum)			
		MEN	
		Atkinson, C. W. (N.247)	
		Baxter, J. B. (A.13)	

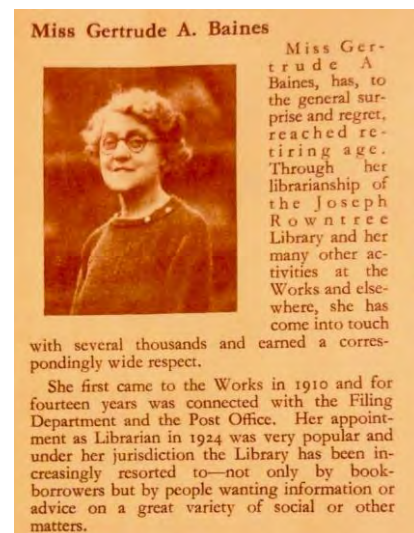
The Joseph Rowntree Library

In his letter in the very first CWM ((1902) Joseph Rowntree said that he wanted his company to *'...combine social progress with commercial success...the entire body of workers must be animated with a common aim'*. He would no doubt have been pleased at the way in which the Joseph Rowntree Library developed within the factory (then, after his death, The J. R. Memorial Library) to further this aim. Joseph was keen to encourage reading and was instrumental in the establishment of the York Free Library and the Library in the Quaker Meeting House.

The 'J. R. Library' started within the factory about 1885. Joseph provided £10.00 of his own money. A further grant was received from 'The Pure Literature Society'. Each employee had 1p deducted from their wages to keep the library going.



** In the early 1900's it moved into a small building within the grounds, seen here on the left.
 ** A librarian was employed by the company. Miss A. Baines (see right) acted as librarian between 1924 and 1938. This article marked her retirement in 1938 and indicates how she widened the scope of the library into what we would think of today as an information and resource centre. A very advanced concept for the time.



The Joseph Rowntree Memorial Library



** After Joseph Rowntree's death in 1925 a Memorial Library was built in his memory and opened on 24th May 1928, the anniversary of his birth. His son, Seebohm Rowntree, said that the library would *'combine so many of the things of which he was fond: reading, recreation and fellowship'*.
 ** The building was designed by Colin Rowntree and paid for by the Directors, the interior furnishing was paid for by the employees. Joseph's books and his furniture were provided by his family and placed in the upstairs room along with his portrait. The picture had been painted by Percy Bigland for his golden wedding anniversary.
 ** The CWM of July 1928 carried an article describing the Official Opening which included speeches by Seebohm and Arnold Rowntree, see middle photograph above.
 ** By this time the Library had become a firmly established part of the facilities provided by the Company. The Joseph Rowntree Memorial Library ceased to function in the 1980s and its contents were taken over by the York City Council.

Our Raw Materials...

Many different ingredients and processes are involved in making chocolate and confectionery products. Rowntree & Co Ltd had huge worldwide supply systems to support the manufacturing process. **CWM** frequently carried articles about where these ingredients came from, how they were sourced, stored, processed and used. Here are some examples published under the heading 'Our Raw Materials'...



Cocoa Beans...

Sugar...

Gum ...

Fruit...

Milk...

Peppermint...

Nuts...just some of the raw materials used by Rowntree & Co Ltd.

CWM articles helped employees and other readers understand more about where these ingredients came from and the part they played in the end products.

Cocoa Beans are just one of the many ingredients used by Rowntree & Co Ltd to make their products. To maintain a constant supply the Company owned their own Cocoa plantations in West Indies. Equally, for all other ingredients the company had to ensure supplies to maintain constant quantity and quality. Large numbers of employees were occupied in this work.

Many editions of **CWM** carried articles about the ingredients used in making Rowntree Products. This was undoubtedly part of the company's belief that its employees needed to have the opportunity to learn more about the company and the part they played in the production.

Over the years expert staff from various departments wrote articles that ranged from Milk, Sugar, Fruit to Gum Arabic and Nuts.

Sports News

The company recognised the importance of sport in bringing people together and generously supported the sports activities at Rowntrees. Each **CWM** carried several 'Sports Pages' containing news, results, announcements of forthcoming events, appeals for team members and photographs, and a 'Sports Personality' column. Each year **CWM** reported on, and celebrated, the annual Sports Day, Swimming Gala and frequent trips away to sporting functions.

Just some of the many sporting clubs whose activities were regularly reported in CWM

Tennis

Boys' Soccer Club

Boxing Club

Badminton Club

Rowntree Athletic Club

Senior Soccer Club

Senior Rugby Club

Cricket Club

Chess Club

Table Tennis Club

Ladies Hockey Club

Men's Hockey Club

Swimming Club

Netball Club

Junior Soccer

Angling Club

Bowls

Girls Judo Club

Junior Rugby Club

Girls Netball Club

Athletic Club

Men's Keep Fit Class

Rugby League Football

Golfing Society Club

Darts Club

Basketball

Moor and Fell Club



When it is time to retire...

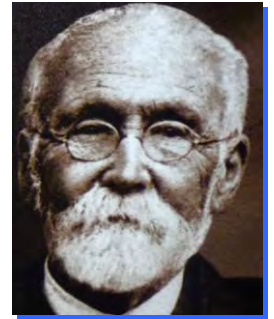
Each edition included a lengthy section containing profiles of retirees. These are immensely full and respectful of the person and the service given, regardless of what position they had held. Efforts were made to reflect the character of the person with affectionate anecdotes. Profiles of cleaners, dining room staff, factory workers and company directors sat side by side and were written with the same care and attention to detail. The departments they worked in, their contributions to work, sport and leisure within the company were all reported. Even those whose service did not always appear to go so well (reading between the lines!) were all remembered with dignity and gratitude.

Many editions featured the plans and ambitions of those who left the company to start their own businesses and current employees were encouraged to support them. In the Autumn 1929 edition, we learn of employees leaving 'the firm' to strike out on their own, becoming chimney sweeps, travelling greengrocery tradesmen and one who opens a pie business in York.

Profiles ended with a description of the presents given. One list reads: 'a bedspread, bedside rug, an armchair and a sewing cabinet'. Where cash is given it is described as a 'wallet containing treasury notes', or a 'gift of bank notes'. A District Sales Manager was presented with a gold watch and a silver pencil but this seemed rather generous and beyond the usual range of gifts.

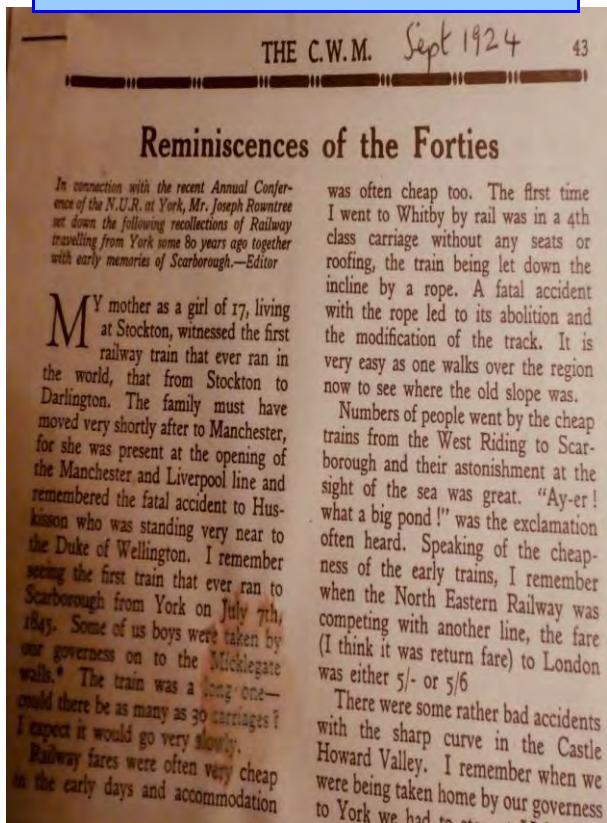


Joseph Rowntree's commitment to CWM



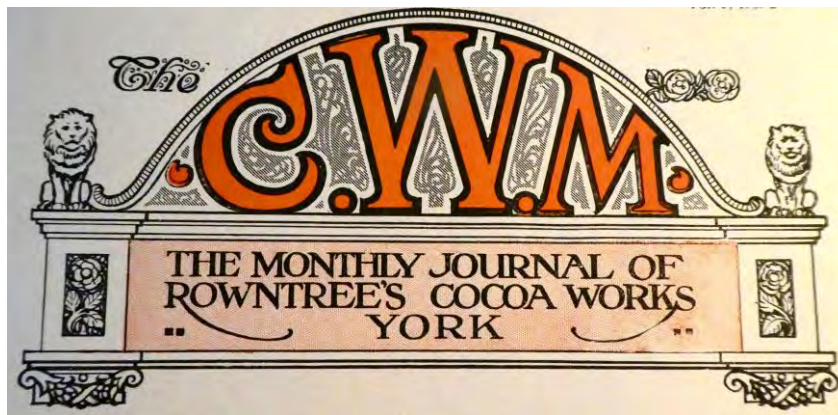
- Joseph hoped that the **CWM** would help to compensate for the reduction in personal contact between him and his employees, and employees with each other.
- Joseph wrote introductory letters to **CWM** for many years but also contributed articles that were often personal and reflective.
- Joseph held strong views on housing, poverty, and education, as could be seen by his work in the Adult School movement, the creation of New Earswick Village, and support for wider social questions. The company policies he developed to respond to these needs, such as support for widows and the creation of the pension scheme often featured in the publication.

In this article for **CWM** Joseph recalls seeing the very first train to run between Scarborough and York. The first time he travelled to Whitby by rail he went in a carriage with no roof and no seats!



This photograph from the Special Memorial Edition of **CWM**, published after Joseph died, shows him in 1912 on one of his walks in Scarborough. For many years he had established a tradition of Saturday walks in Scarborough when he would catch the 10.00 am train from York. First he would have coffee at his cousin's café in the town then walk 'till about 4.00 pm. Lunch consisted of ginger biscuits and apples. Before his return journey he would call in again at the Rowntree café. His brother, John, would often accompany him but sometimes Joseph would ask one of his Adult School pupils or a member of the factory staff. Joseph enjoyed the art of conversation and those who accompanied him really felt the benefit of his interest in them.

A special edition of The Cocoa Works Magazine was published after Joseph Rowntree died in 1925.



The CWM was published regularly between 1902 and 1968 by Rowntree & Co Ltd. The magazine was always much more than just a Company journal. Whilst it included Company news, it also featured articles on politics, international relations, travel, the arts and local history. The lives of individuals in the factory constantly featured through articles on their jobs, hobbies, travels, retirements and war-time military service.

This is why the magazine warrants attention in its own right, quite separately from the history, ethos and values of the Rowntree family.

A significant number of the magazines have been donated to The Rowntree Society. As a volunteer to the Rowntree Society I have been gradually indexing these, listing each named individual in every article in a database. We now hope that in due course the database can be accessed by those whose relatives worked in the company or by anyone interested in the social history of the time. The indexing is not yet complete but when it is, will be placed at the Borthwick Institute at the University of York where a complete bound set of the publication also exists.

Stan Young, Volunteer

"A huge thank-you to Stan Young, a longstanding volunteer who has compiled this booklet and for his painstaking work on an index of the CWM."

If you would like to know more about volunteering opportunities at the Rowntree Society, please do not hesitate to get in touch with us.

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