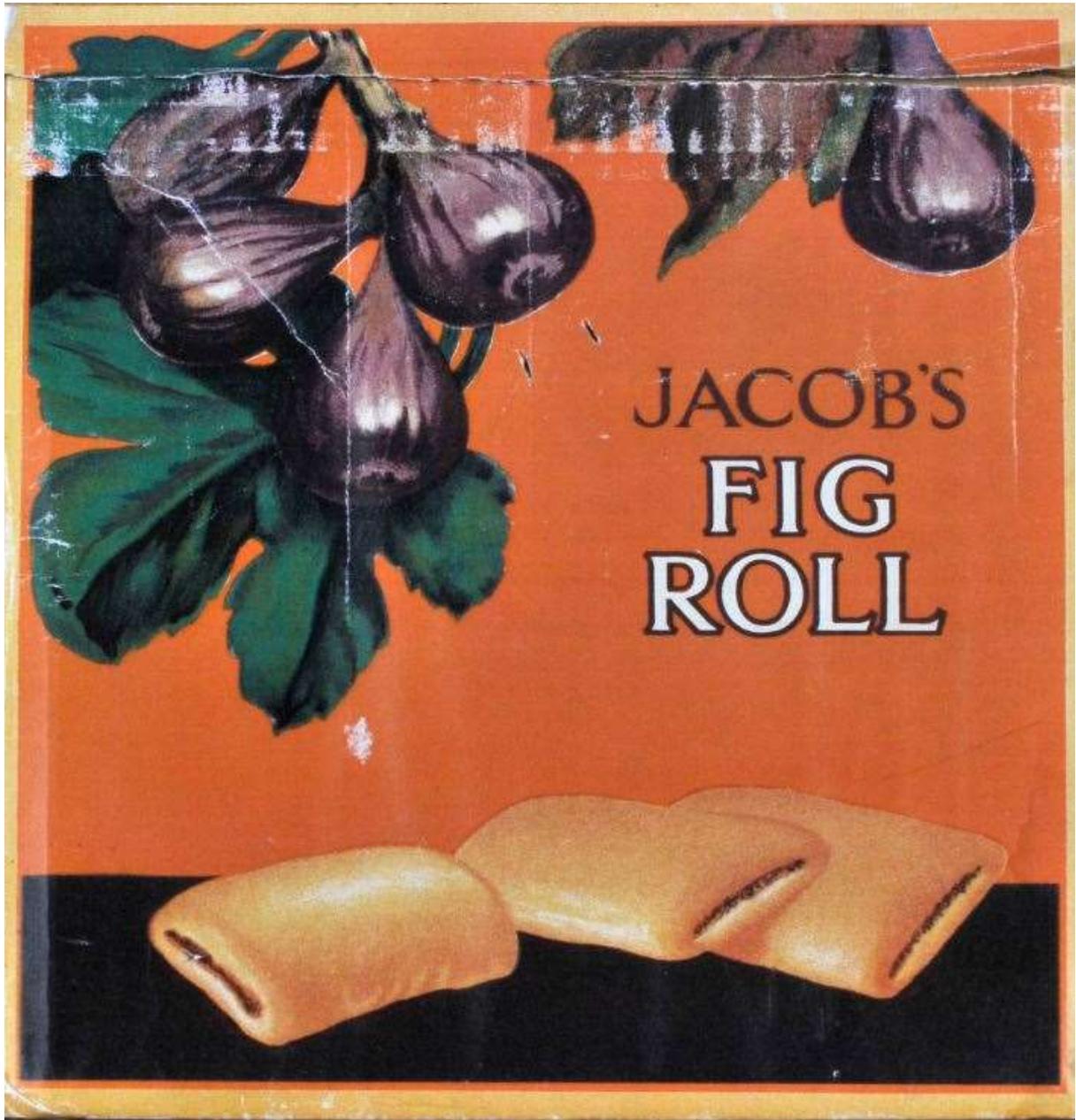


JACOB'S FRUITFIELD COLLECTION



Reference Code

DCLA/JAC/
JAC/ART/ (artefacts)

Creation Dates

1861 – 2010

Extent and Medium

Catalogue contains 3358 entries. Collection is a combination of paper records, photographic material, audio-visual material (video; audio cassette; audio magnetic tape), ephemera (posters etc.) and artefacts

Creators

Jacob's Fruitfield

Administrative/Biographical History

The foundation of W. & R. Jacob & Co. Ltd. can be traced back to the early nineteenth century, when Isaac Thomas Jacob owned and operated a bread, sea biscuit bakery and barm brewery in Waterford. It was in 1850 that Isaac's sons, William Beale Jacob and Robert Jacob decided to enter the fancy biscuit business and felt it necessary to acquire new premises for the business at No.69, The Quay, Waterford. ¹ On 29th June 1851, with a view to a greater extension of the business the firm decided to rent the premises at 5 and 6 Peters Row, Dublin, a former coach house for £386 a year on a 50 year lease from 29th September 1951². Interestingly Mr. Dodgson, author of *Alice in Wonderland* is purported to have been one of the landlords and his interest was bought up³. Robert Jacob died on 13th October 1861 at the age of 30 years, having drowned near Tramore, Waterford. However William never forgot his brother and the firm continued to be known as W. and R. Jacob & Co. Ltd., ensuring his brother's name continued to be associated with the firm. The business suffered in consequence for a time; however William Frederick Bewley, of Bewley's cafe, later joined the firm in 1864 and thus began a long relationship of the Bewley's interest in the firm.⁴(Put in small bit about different mergers, ownership etc.)

Scope and Content

Like the Guinness Brewery, the Jacob's Biscuit Factory was an integral part of the lives of thousands of Dubliners, as well as those that came to the city in search of employment, and it is therefore fitting that the Jacob's collection was acquired by the Dublin City Archives. The collection is now part of the Archive's extensive collection, providing a valuable insight into the lives and experiences of Dubliners through the years.

But the value of the collection cannot be limited to that of Dublin City or Ireland. The collection spans over 250 years, containing documents ranging from a conveyance dated 1763, to the Dublin firm's first stock account book of 1853, to more modern records material from 2010. Jacob's at its peak had thousands of Irish men and women working at its factory in Dublin, and later in its overseas UK depots and Liverpool factory. The collection tracks the growth of a successful Irish enterprise from the mid-19th Century to the beginning of the millennium. During its 150 year tenure the firm was subject to and impacted by major national and international events. In terms of Ireland,

¹ (Seamus Ó Maitiú, Pg13).

² (DCLA/JAC/08/013 – 'Some events in the history of W. & R. Jacob & Co. Ltd., Dublin, from records collected by Charles E. Jacob pg 1)

³ (DCLA/JAC/10/03 - File containing handwritten notes on the history of the factory compiled by GN Jacob in 1938.).

⁴ DCLA/JAC/08/13

the early 20th Century was an era of major political and social upheaval. Irish historical events, including the 1913 Lock Out, the 1916 Rising as well as Ireland's struggle for Independence and the impact on the factory, its workers and the general population can be traced within the collection. Major international events, such as WW1 and WW2 also impacted the lives of those working in Jacobs, and in turn Jacobs as an enterprise was impacted by these conflicts. Within the Jacob's collection, we can uncover how these events impacted the firm, as well as how the firm itself became part of these historical events.

The collection is also great resource for Irish and British industrial and social history, and provides an insight into the working lives and living conditions of those that were employed there. It is important to note that the records of employees from the Liverpool factory are not held in this collection. The large volume of employee records preserved within this collection constitutes a very valuable genealogical resource for those hoping to discover information on their family history. Those interested in the history of advertising, can track the evolution of Jacob's marketing and advertising initiatives, from the printed adverts (as early as the 1880's) to radio advertisements and television footage from c. 2001. And this is just the tip of the iceberg in terms of the collection's value. Students and those interested in a variety of disciplines will all discover something of immense value within this collection. It contains a wealth of resources for those interested in photography, architecture, law, social history, advertising and marketing, engineering and biscuit production, business studies, financial accounting, baking, family history and the history of medicine.

The collection is related to the administrative history of the firm and essentially contains the firm's corporate archive, which spans over 150 years of its history. The major themes evident within the collection, which will inform the final arrangement, include material concerning corporate governance and finance, personnel records and employee welfare, biscuit production and recipes, advertising and marketing material, as well as legal and architectural documentation.

Concerning corporate governance and financial records, the collection contains minute books of the Board of Directors, Work Council, Industrial Relations Committee and Annual General Meetings. These minutes provide the researcher with an insight into the decisions made by the Director's over the years, as well as any issues or requests brought up by employees of the firm. Finance and stock account books provide an overview of the firm's financial status and overall development and expansion, as well as information on income and expenditure over the years. The collection contains documentation relating to premises owned by the firm. A conveyance dated 27 July 1763 is the earliest document held within the collection, and there are also several leases from the late 18th Century relating to premises at Bishop Street (referred to as Butter Lane) and Peter's Row, Dublin.. There are also Leases, Mortgages/Deeds of Premises etc. Site plans. Reassignment of mortgage. Property ledgers. Something about plans etc.

Volumes of recipe books (1886-1972) contain the ingredients and methods of production of hundreds of biscuits and cakes produced by the firm over the decades. There is also an extensive photographic and slide collection which ultimately tells a very visual history of the firm and its employees. The collection consists of substantial quantity of artifacts and memorabilia, as well as audio visual material, particularly pertaining to the firm's advertising and marketing initiatives. The collection also contains a large collection of employee registers and individual employee files from the personnel department. The majority of these files are concerning those employees employed by the firm from the latter part of the 19th and 20th Century. (PUT IN PIC OF CONVEYANCE)

Archival History

The Jacob's Factory Biscuit collection was acquired by Dublin City Library and Archive from Valeo Foods, the parent company of Jacob's Biscuit Factory in 2012. Douglas Appleyard, a former

employee, facilitated the transfer of the collection and was very instrumental in undertaking a lot of provisional work in relation to box listing and general preservation of the material.

Arrangement

The Jacob's Biscuit Factory collection has been arranged in eleven series. Each series is represented in the reference codes as DCLA/JAC/01 – DCLA/JAC/10 and JAC/ART (artefacts). Arrangement is broken down as follows:

Administration and Corporate Governance:

DCLA/JAC/01

The first series is administration and corporate governance. This series contains documents such as minute books, trade mark files, annual reports etc. These files have been arranged in chronological order.

Property and Estate Management:

DCLA/JAC/02

The second series is property and estate management containing documents relating to the various properties from title deeds to registers. They have been arranged in chronological order.

Finance:

DCLA/JAC/03

This series has been arranged via document type and then within that chronological.

- ❖ Financial accounts. These have been arranged chronologically.
- ❖ Financial ledges. These have been arranged in chronological order.
- ❖ Financial statements concerning transfers, shares, capital. These have been arranged in chronological order.

Human Resources:

DCLA/JAC/04

The series has been arranged as follows:

Volumes, Registers and Address Books of Male Employees. This sub series has been arranged in chronological order.

- ❖ Individual Male Employee Files. These records have been arranged in alphabetical order by surname.
- ❖ Volumes and Registers of Female Employees that left and matrimony books. These have been arranged in chronological order.
- ❖ Female Employee Records who were Born Pre-1930. These records have been arranged by surname in alphabetical order.
- ❖ Female Employee Records who were born Post-1930. These records have been arranged by surname in alphabetical order.
- ❖ Company Clubs/ Social Events. This sub-series has been arranged chronologically.
- ❖ Employee Reports. These have been arranged chronologically.

Engineering and Manufacturing:

DCLA/JAC/05

- ❖ Recipes and prices of ingredients. These records have been arranged chronologically.

- ❖ Technical Books and Laboratory Reports relating to ingredients and Jacob's products/ technical queries. This sub series has been arranged chronologically.
- ❖ Correspondence relating to engineering manuals, packaging and fuel. This sub series has been arranged chronologically.
- ❖ Engineering Handbooks. This series has been arranged in chronological order.
- ❖ Engineering spreadsheets regarding production cuts. This series has been arranged in chronological order.
- ❖ Material relating to vehicle. This series has been arranged in chronological order.

Photographs:

DCLA/JAC/06

This series has been arranged in chronological order.

Audiovisual:

DCLA/JAC/07

This series has been arranged in chronological order.

Printed Material:

DCLA/JAC/08

This series has been arranged by document type and within that chronological.

- Newspapers and Flyers. This sub series has been arranged chronologically.
- Printed Volumes. The sub series has been arranged chronologically.
- Employee Newsletters. This sub series has been arranged chronologically.

Advertising and Marketing:

DCLA/JAC/09

This series has been arranged by document type/function and mainly chronologically. However, the OS items have been arranged by product title in alphabetical order.

History of the Company:

DCLA/JAC/10

The series contains material relating to the history of the company such as drafts and printed volumes following anniversaries of the company. It is arranged chronologically.

Artefacts:

JAC/ART

This series contains a variety of material from mock-ups of Jacob's products, commemorative plaques, portraits to a soldier's World War II helmet. The series has not been catalogued in a particular order. Some items have been photographed as indicated on the database.

Access Conditions:

The collection is partly closed i.e. some parts of the collection are not publically available. This conforms to Data Protection legislation and Section 8 (b) of the National Archives Act 1986

Language

English; French; Irish

Physical Characteristics and Technical Requirements

Specialist equipment needed to view audio-visual material (VHS videos; audio cassettes; magnetic tape cassettes)

Archivist's Note

Lisa McCarthy; Suzanne Bedell; Gerard Byrne

Rules of Conventions

ISAD (G): *General International Standard Archival Description*; Irish Guidelines for Archival Description

Dates of Description

2015