

The WOMEN of Trentham in 1918



Florence Moorcroft née Lovibond was born in 1879 in Fulham, London where her father was a brewer.

On the 1911 census she was boarding at a house in Manchester while working as an inspector of factories ensuring ventilation and washing facilities for all.

In 1912 she met William Moorcroft while she was working here in Stoke.

They married in London in April 1913 and Florence caused upset by refusing to promise to “obey” her husband. The married couple bought “Glendair” on Albert Road and there had two children, Walter and Beatrice.

The new Moorcroft factory, built in 1913, was the first in Stoke to be built in the 20th century and its construction was supervised by Florence which was unusual at that time.

No longer able to work as a factory inspector, nonetheless, Florence would travel to the factory by train from Trentham,, accompanied by her children in the pram, to help in the office.

Sadly, Florence died of pneumonia in 1926 when Walter was 8 and Beatrice 12.



Photographs and some text taken from “Behind the Glaze”

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