

## JOHN LINE & SONS LTD

John Mathews

In Bulletin 350 page 5 **Dave Hill** questioned whether the identity of L5120.01 LS/McD could really be John Line & Sons Ltd. I have found in Slater's Manchester, Salford & Suburban Directory, 1903 that the company name at that time was "John Line's Sons & McDougall" at Princes Chambers, 16 John Dalton Street, Manchester.

1903-1915



L5120.01

So, the receipt turns out to be a proving piece. Not an identity that would be obvious from the perfin letter combination alone unless you knew the company. In 1909 and 1911 (the other directories on-line), the name was "John Line's Sons Ltd.", with the McDougall being dropped. The die is known used in Manchester and Newcastle between 1903 and 1915.

Looking at Slater's 1895 directory McDougall, Marsh & Co., were paper hanging manufacturers, at 29A Blackfriars Street, Salford, and McDougall, John Paul, paper hanging merchant, 7 Albion Place, Salford. In the listing it says he was of the firm McDougall, Marsh & Co (I could not find an entry for "Marsh" tied to the firm.). No doubt this is the same McDougall of John Line's Sons & McDougall of the 1903 Directory. In 1903, the firm of McDougall, Marsh & Co is not listed.

John Line & Sons Ltd. were wallpaper merchants who had offices in many major cities in UK. John Line was born in Road sub-district, Somerset, (just north of Frome) in about 1827. At the 1861 England Census, he was married and running his own business as a master carpenter. Son George (7 months) and daughter Annie (4 years) were at home, while two older sons, Charles (6 years) and John, junior (3 years) were scholars boarding at nearby Freshford. Their mother ran a "Training School for Female Servants" from the family home.



At the 1871 Census, John, senior, had moved to Bath and gave his occupation as auctioneer and upholsterer, and all three sons were again living at home, with Charles being apprenticed to his father. By 1881, Charles was married and John, junior, was living with Charles and his family, but George (now 20 years old) was still at home.

Some time between 1881 and 1891, the family moved to Reading, Berkshire, where they set up a family business, John Line & Sons, a paperhanging warehouse at 30 Broad Street. The 1891 Berkshire Directory and 1891 England Census show John, senior, and his wife living at Eldon Road, with the three sons living at individual addresses, all occupied in the wallpaper trade.

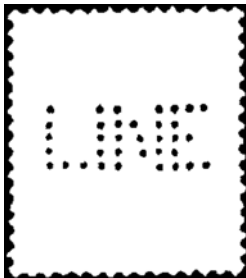
In January 21, 1904 Messrs. John Line and Sons converted their business into a private limited company under the name of John Line & Sons (Limited). The 1909 London Directory shows their main showroom was at 213 – 215 Tottenham Court Road, London. A business notice in “The Times” on March 22, 1910, listed John Line, senior (who was shown as Chairman of John Line & Sons Ltd.) as a director of “The Malayan Rubber, Loan and Agency Corporation Limited”. John Line, senior, died on July 1, 1911, at the home of his son George at Hornsey in his 85<sup>th</sup> year.

By 1940, the company also had a branch at Edinburgh. In 1948, the company was part of the consortium “Wallpaper Manufacturers” who were being investigated by the Monopolies Commission!

John Line is known to have used four other perfin dies in their London, Edinburgh, Newcastle and Manchester establishments and may well have used other dies that have yet to be identified.



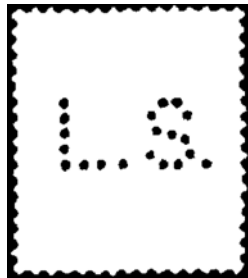
L3180.01  
1895-1960  
London



L3180.02  
1940-1954  
Edinburgh



J5010.01  
1935-1945  
Newcastle



L4880.01  
1930-1954  
Manchester