

John Line & Sons Ltd - Perfin Bulletin 351/18

Derek Ransom has written in to say that he has carried out a trawl through the Smith's and Kelly's Trade Directories held in the Reading Public Library reveals

- 1884 earliest mention, includes "and at Bath"
- 1894 full page advert as Paperhangers Merchants (Wholesale), 30-31 Broad St, also at 163 Aldersgate London EC. Offers Art Wallpapers plus 'Duresco' washable, water based paint.
- 1900 shown as Wallpaper and Varnish merchant, addresses include 22 Blagrove St, Reading and West London showrooms 32 Berners St, Oxford St London W
- 1901 address now only Blagrove Street 1902 no entry
- 1904 still only Blagrove Street in Reading, but Business Showroom now at 162-163 Aldersgate Street EC and John Dalton Street, Manchester
- 1905 shown as Paperhanging and Varnish merchants (Wholesale)
- 1906 John Line and Sons Ltd, Blagrove Street and Tottenham Court Road WC 1907 - 1913, as 1906
- 1914 (Kelly) Paperhanging Warehouse in Blagrove Street
- 1928 (Smith) last entry, then
- 1935-71 (Kelly) Wallpaper Manufacturers, Blagrove Street and 2/4/6 Forbury Road Reading, (small, 2 line advert)
- 1972 (Kelly) last entry, as Wallpaper Merchants in Blagrove St.