

Trade Directories

Companies such as Kelly's published Trade Directories from the late eighteenth century to the middle of the twentieth. They were the Yellow Pages of their day. Their main purpose was to list businesses and business people as an aid to commercial travellers who journeyed from place to place to sell their goods.

Representatives of the company visited homes and businesses inviting people to advertise in their directory. Even very small concerns were included although, as a fee was charged, not everyone chose to participate.

Some companies, such as Kelly's were more reliable than others.

Directories also listed general information including details of postal services, transport and public institutions such as schools. Most included potted histories and descriptions of the towns and villages they covered. They were organised by county but large towns and cities often had their own directories. Lists were compiled alphabetically by name, street, business, trade or profession.

Can we create a timeline of industry dating from 1950s to 2010?

- compare the locality in 1950 with the same locality today.
- create a database of occupations.
- investigate how the locality has developed.

Kelly's directory will say what shops where in high street, who occupied the shops and what they sold.

List interesting details in businesses

Name

Address

Turnover

No. employees

can we find out what wages were?

& was there a dress code.

<http://www.data-archive.ac.uk/relu/dataresources.asp?id=Economy>

<http://www.statistics.gov.uk/default.asp>