

Press Release:

TheGenealogist introduces a new 1921 census substitute



With the 1921 census still years away from public release, [TheGenealogist](#) has launched one of their most exciting record sets this year. Their new circa 1921 resource **covers 23 counties** and includes **over one million records**. These form part of the Trade, Residential & Telephone record sets on TheGenealogist, covering a period currently not served by a census.

The fully transcribed, searchable records released today will allow researchers to:

- **search on forename, surname and profession**
- **search by street, town and county**
- **look for a business name**
- **discover your ancestors' addresses**
- **find professions listed**

These 1921 directories cover the North, South, East and the West of England, the Channel Islands and as far up the country as Aberdeen. If you have ancestors who you are tracing in 1921, this new release from [TheGenealogist](#) adds a fantastic name rich resource to your family history research armoury.

Searching for householders within these 23 newly released county directories returns a good number of names from that time, including many that are still famous today.

For example, in these new records we can find Harry Gordon Selfridge, founder of Selfridge's department store; Jesse Boot, who was behind the chemist chain that still carries

his name; Winnie-the-Pooh's author A. A. Milne; J.M. Barrie, who created the characters of Peter Pan and Wendy; plus the celebrated economist, John Maynard Keynes. You can read more about finding them in the records in our featured article at:

<https://www.thegenealogist.co.uk/featuredarticles/2017/addressing-where-they-were-in-1921-571/>

The areas covered in this release include:

- Aberdeen
- Bath
- Berkshire
- Bradford and Surrounding Districts
- Bristol and Suburberbs
- Brixton and Clapham
- Buckinghamshire
- Cambridgeshire
- Channel Islands
- Cheshire
- Cumberland
- Dorset
- Durham
- Hessele
- Hull
- Lincolnshire
- London
- London County Suburbs
- Middlesbrough
- Norfolk
- Northumberland
- Oxfordshire
- Somerset
- Suffolk
- Westmorland
- Wiltshire
- Worcestershire
- Yorkshire

[TheGenealogist](https://www.thegenealogist.co.uk/) will be adding further counties in the coming months.

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For more information on TheGenealogist, please contact Nick at nick@thegenealogist.co.uk

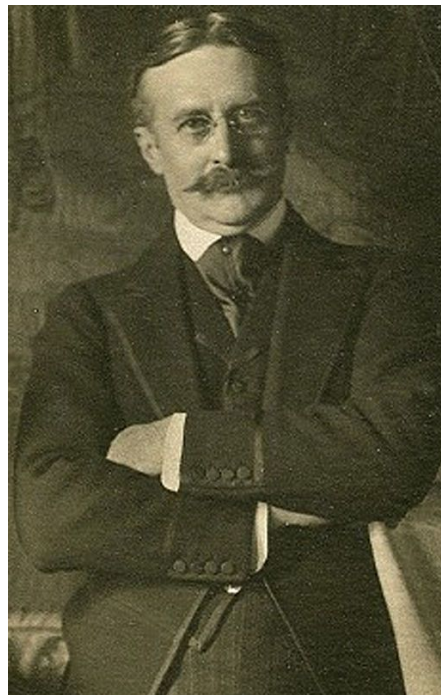
Telephone:01722 717976

Addressing where they were in 1921

Finding the address in Trade and Residential Directories of famous authors, store owners and an economist.

Finding where our ancestors lived in the years after the 1911 census can be a challenge. It requires us to turn to alternative records and one of the best for this purpose is the Trade, Residential and Telephone Directories. Using TheGenealogist's Master Search to look for householders in these directories, returns us many names from that time - some of whom are still famous today.

In this record set we can discover Harry Gordon Selfridge, founder of Selfridge's department store; Jesse Boot, who set up Boots the Chemist; Winnie-the-Pooh's author A. A. Milne; J.M. Barrie, who created the characters Peter Pan and Wendy; plus the celebrated economist, John Maynard Keynes.



Harry Gordon Selfridge

American entrepreneur, Harry Selfridge, was recorded in 1921 as living at 30 Portman Square just two minutes stroll away from his flagship West End store on Oxford Street. By also using the 'Business Name' search facility we can go on to find a number of Selfridge's stores in other locations that were recorded in these directories.

Directories » Transcript

☒ Test Data

Forename

Surname

Street








































County

Profession

Business Name

Search

Found 13 Results.

Forename	Surname	Street	County	Profession	Business Name	
		22, 32 & 40 To 52 Duke Street	London	General Merchants	Selfridge & Company Limited	  
		32, 22 & 40 To 52 Duke Street	London	General Merchants	Selfridge & Company	  
		40 To 52 7 22 & 32 Duke Street	London	General Merchants	Selfridge & Company Limited	  
		2 To 16 Gray's Buildings, Manchester Square	London	General Merchants	Selfridge & Company Limited	  
		21 Irongate Wharf Road	London	Wholesale Grocers	Selfridge & Company	  
		1, 2, 3, 4 & 4a & 30 & 32 Orchard Street, Portman Square	London	General Merchants	Selfridge & Company Limited	  
		30 & 32, 1, 2, 3, 4 & 4a Orchard Street, Portman Square	London	General Merchants	Selfridge & Company Limited	  
		32 & 1, 2, 3, 4, 4a & 30 Orchard Street, Portman Square	London	General Merchants	Selfridge & Company Limited	  
		398 To 454 & 421 To 429 Oxford Street	London	General Merchants	Selfridge & Company Limited	  
		421 To 429 & 398 To 454 Oxford Street	London	General Merchants	Selfridge & Company Limited	  
		2 To 11 & 22 To 45 Somerset Street, Portman Square	London	General Merchants	Selfridge & Company Limited	  
		22 To 45 & 2 To 11 Somerset Street, Portman Square	London	General Merchants	Selfridge & Company Limited	  
		618 Harrow Road	London	Bakery	Selfridge & Company	  

Two or three miles to the south of Selfridge's Marylebone home, in the district that includes Westminster Abbey and the House of Parliament, was the London home of Sir Jesse Boot at 32 Smith Square.

A further search shows us that the chemist and retailer, Sir Jesse, also had a house at Millbrook on the Channel Island of Jersey, where his wife Florence came from. The Business Search reveals that, in the island's town of St Helier, not only did their company have a chemist and druggist shop that dealt in photographic materials and apparatus, but that they also operated an outlet in the railway station on the now defunct Jersey Railway line. This second shop is listed in the *Kelly's Directory of Channel Islands* under the Booksellers category reminding us that the Boot's company was once very much concerned with the selling of reading material, as well as medicine.

One of the innovations that Florence, the daughter of a Jersey stationer and bookseller, had encouraged her husband to introduce to his stores in 1898 were paid lending libraries. Usually situated at the back of a Boot's shop, where customers had to walk past all the other

merchandise on offer, users could pay 2d a copy to borrow books. The 1921 era saw a number of classic tales penned and so we can use these directories to find where some of the authors resided.

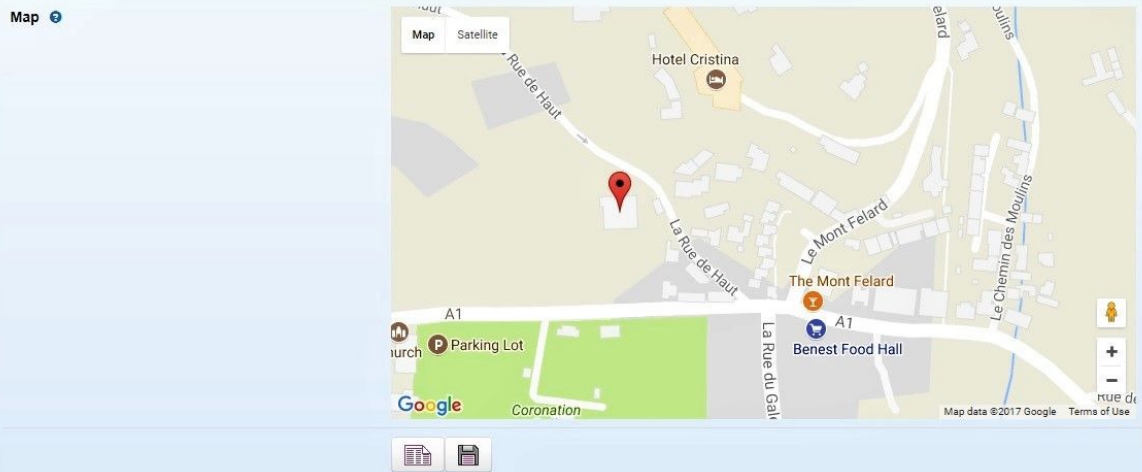
Directories » Transcript » Full

Title	Sir
Forename	Jesse
Surname	Boot
Street	32 Smith Square, Westminster
Town	Westminster
Post Code	S.W.1
Starting From	14 Gayfere Street
Listing Type	Post Office London Street Directory
County	London
Volume Title	Post Office Directory of London
Volume Year	1921
Volume County	Lnd

Map

Sir Jesse Boot's London address in *Post Office London Street Directory 1921*

Title	Sir
Forename	Jesse
Surname	Boot
Suffix	Bart.
Town	Millbrook, Jersey
Listing Type	Private Residents
County	Channel Islands
Volume Title	Kelly's Directory of Channel Islands
Volume Year	1923
Volume County	Chi



Some results, such as that for Sir Jesse Boot's home in Jersey and London include maps

Benson G. H. Holly lodge, Five Oaks, St. Saviour, J	Bingham Capt. Alexander Gordon C.I.E. 10 Mount row, St. Peter Port	Blampied Thomas, 3 Glenroyd, Cleve-land road, St. Helier
Benliff Philip Bennett, Belle Orme	Birns Rev. Grimshaw, 16 Temple crescent, St. Mark's rd. St. Helier	Blampied Thomas R. The Croft, St. Clement, J
Benliff P. B., M.B.E. 7 David place, St. Helier	Birch Philip, 18 Duhamel pl. St. Helier	Blanchford Harry H. Roseneath, Robais road, St. Peter Port
Benton Fdk. 31 Gloucester st. St. Helier	Birch Sidney, Le Rivage, St. Brélade, J	Blasson Mrs. Plaisance house, St. Clement's road, St. Helier
Benton Harold W., B.Sc. 85 Colombe, St. Helier	Bird Col. William J. B. Beauvoir, Forest road, St. Martin, G	Blatchford Albert, Lydia, Amballes road, St. Peter Port
Beresford Mrs. Beaulieu, Gorey, J	Bird Arthur George, Brow hill, Robais road, St. Peter Port	Blauba Alfred, Avondale, Lower King's cliff, St. Helier
Bernard E. H. Les Marais house, Grouville, J	Bird Charles, 1 Temple villas, Stopford road, St. Helier	Blaunt Stanley, 4 Glenmore villas, Belkazan road, St. Helier
Berry H. J. 7 Belvidere terrace, St. Aubin's road, St. Helier	Bird Walter James A. Le Chateau, Port road, St. Peter Port	Blaux Charles, 1 Rosslyn villas, Clairvale road, St. Helier
Berry Henry J. M. Clyde villa, St. Aubin's road, St. Helier	Bird Walter, 2 Clifton, St. Peter Port	Blaux Mrs. The Pebbles, Maret rd. St. Helier
Berry Mrs. Hazeldene, Brighton rd. St. Helier	Bird Wilfrid J. 6 Beaconsfield terrace, Belmont road, St. Peter Port	Blieq John Edward, Melrose villa, Brock road, St. Peter Port
Berry Mrs. The Cottage, Mont Cochon, St. Helier	Bird William, The Nest, South quay, St. Sampson, G	Blieq Miss, 28 Mount row, St. Peter Port
Berteau Edmund, 6 Plaisance terrace, Plaisance road, St. Helier	Bishop Geo. J. 2 Richmond rd. St. Helier	Bligh J. 12 Clarendon rd. St. Helier
Berthe Madame, 45 St. Saviour's rd. St. Helier	Bishop Julius, Albion, Cobo, Castel, G	Blight James Henry, Dunbar cottage, St. Saviour, J
Bertram Charles Ernest, Le Vallet, Gorey, J	Bishop Miss, Perrelle, St. Saviour, G	Blouaille Etienne, Oakenholt, St. Martin, G
Bertram Herbert A. 1 Royal Bay terrace, Grouville, J	Bishop Mrs. A. 29 Windsor rd. St. Helier	Blondel Desmond, 98 Victoria road, St. Peter Port
Bertram Jn. 24 Vauxhall st. St. Helier	Bisley William, 2 Old St. John's road, St. Helier	Blondel Peter, Rosenheim, Gibauderie, St. Peter Port
Bertram Thomas, Seymour house, Grouville, J	Bisset Donald, Luxall, L'Ancrese, Vale, G	Blure Frederick A. 2 Claremont terrace, Claremont hill, St. Helier
Bertram Thomas Claude, Bellair, Grouville, J	Bisset James D. Dunbar, Braye road, Vale, G	Blundell Jn. Les Gouies, St. Andrew, G
Best Albert, 2 Sunnyside, Baette Bray, St. Martin, G	Bisson Adolphus, Green Island cottage, St. Clements, J	Boulch Fred & George rd. St. Peter Port
Best Miss, Brickfield villa, St. Andrew, G	Bisset Albert Ogier, Plaiderie, St. Peter Port	Board John, 3 Stanley villas, Stanley road, St. Peter Port
Beutler James Oakley M.A. Contanche, St. Sampson, G	Bisson Cecil, 73 Hauteville, St. Peter Port	Board Miss, 42 Victoria rd. St. Peter Port
Beutler Mrs. J. O. 2 St. James' pl. Doyle road, St. Peter Port	Bisson Frederick, Esther cottage, George Town road, St. Luke's, J	Boardman Major S. Fontenay, Belvedere, St. Luke's, J
Bouneval Philip, 23 Duhamel place, St. Helier	Bisson George, Melbourne, Millbrook, J	Body John Wallis, Mount Hermon, St. Peter Port
Bow John, Prosperity house, New rd. St. Sampson, G	Bisson Helier, 3 Douglas rd. St. Helier	Bois Francis John, Alphonson house, St. Saviour, J
Richard Col. John, St. Germain's, St. Lawrence, J	Bisson Miss, 2 Headingley, Peel road, St. Helier	Bois Mrs. Waverley lodge, St. Saviour's road, St. Helier
Richard Adolphus N. Dorset villa, Vale, G	Bisson Mrs. 1 Clarence rd. St. Helier	Boley Miss, Indiana, St. Martin, G
Richard Jean Renouf, Sea View house, St. Lawrence, J	Bisson Mrs. La Peignerie, Sark, G	Bomford T. J. Les Terres, Havelot, St. Peter Port
Richard John, Wistansow, Guelle rd. St. Peter Port	Bisson Mrs. The Grove, Brock road, St. Peter Port	Bond Miss, 3 Clarendon rd. St. Helier
Richard Miss, 5 Saumarez street, St. Peter Port	Bisson Sydney John, 3 Woodbine villas, Bagot road, St. Luke's, J	Bonnel Edwin, Headingley, Rouge Huis avenue, St. Peter Port
Richard Mrs. 31 Canichers, St. Peter Port	Bisson William, White lodge, Mont Cochon, St. Helier	Bon Capt. George D.S.O. Ellingham, Mill road, St. Martin, G
Richard Mrs. Mount Wise, Richmond road, St. Helier	Bisson Wall, 12 Belmont rd. St. Helier	Boot Sir Jesse bart. Millbrook, J
Richard Peter, Ville-au-Bas, St. Lawrence, J	Black Miss, Heathfield, Doyle road, St. Peter Port	Boudet Henry Thomas, Belle vue, St. Lawrence, J
Richard Philip, Ville-au-Veslet, St. Lawrence, J	Black Stewart, Ker-Anna, St. Saviour, J	Boudet John Henry, Roscobet farm, St. Peter, J
Richard Thomas Manger, Arancaria house, Varennes, St. Andrew, G	Blacker Douglass Maxwell Vandeleur, D.L. Seaford, Millbrook, J	Bostock E. Bernard M.D., M.B., B.S. Lond., D.P.H. Oxon, Hirzel house, Smith street, St. Peter Port
Richerby Rev. Paul, Gorey, J	Blacklin Henry H. 15 Kensington place, St. Helier	Boucher Frank G. 77 Hauteville, St. Peter Port
Rienvenu Edwin, 9 St. John street, St. Peter Port	Blad Vladimir, The Elms, Cambridge park, St. Peter Port	Boucher Humphrey B. T. Swissville, Robais road, St. Peter Port
Rienvenu Fred de Putron, 1 Brockland villa, Brock road, St. Peter Port	Blake Col. William F. St. Christopher, St. Peter, J	Bouché Miss, 3 Queen rd. St. Helier
Bigwood James Thomas, Peterborough house, 38 David place, St. Helier	Blake Jasp. Route Isabelle, St. Peter Port	Bougourd Alfred, Enaley, Belgrave road, St. Sampson, G
Billot Chas. P. Holmdale, St. Martin, J	Blampied Charles, 8 Almorah crescent, St. Helier	Bougourd Edwin John, 4 Albion terrace, Vale road, St. Sampson, G
Billot Elias, Lyndhurst, St. Martin, J	Blampied Geo. 19 Parade rd. St. Helier	Bougourd Henry James, Westwood, Carmel, St. Martin, G
Billot Miss, Lisbon villa, Stopford road, St. Helier	Blampied Harold J., M.D. 27 Midvale road, St. Helier	Bougourd John, 9 College terrace, Grange road, St. Peter Port
Billot Miss, 20 Regent rd. St. Helier	Blampied Harold John, Beau Sejour, Vale road, St. Sampson, G	Bougourd Joseph, Hermitage lodge, Croûtes, St. Peter Port
Billot P. Zephyr cottage, Gorey, J	Blampied Jn. Les Marettes, St. Martin, J	Bougourd William, Sunrise, Berthelot street, St. Peter Port
Billot Philip, La Garene, St. Martin, J	Blampied John A. 10 St. James' st. St. Helier	Boulevard Jasp. 22 Grouville st. St. Helier
Billot Philip, Sion ho. St. Clement, J	Blampied John L. Leighton, Diep rd. St. Luke's, J	Bourde de la Rogerie Rev. A. Burnt lane, St. Peter Port
Binckes Miss, 6 Pomona rd. St. Helier	Blampied Josnâ, Nord, St. John, J	Bourgaize John de Garis, The Shrubberies, Vale road, St. Sampson, G
Binet A. J. 4 Queen's rd. St. Helier	Blampied Miss, Pomona villa, Valley de Vaux, St. Helier	Boutillier J. F. Bellevue, Gorey, J
Binet Charles William, 3 Roseville terrace, Roseville street, St. Helier	Blampied Mrs. 7 Elizabeth pl. St. Helier	Boutillier Leonard J. Shanklin, Rockettes lane, St. Peter Port
Binet H. Le Maistre, La Fontaine, St. Mary, J	Blampied Mrs. 94 Great Union road, St. Helier	Bowden Henry George, Homelands, Brock road, St. Peter Port
Binet John, 55 Val Plaisant, St. Helier	Blampied Mrs. St. Austell, Brighton road, St. Helier	
Binet Misses, Ingle Nook, Belkazan road, St. Helier	Blampied Roy, Seagate, St. Clement, J	
Binet Misses, 1 St. Mark's villas, St. Mark's road, St. Helier	Blampied S. H. La Retraite, Trinity, J	
	Blampied T. Lee Stone, St. Clement, J	

Kelly's Directory of Channel Islands

In 1921 Winnie-the-Pooh author, A. A. Milne, was living at 11 Mallord Street in Chelsea. Though most of us know him today by his initials and surname alone, his first and middle names are revealed in the *Post Office London Street Directory 1921* as being Alan Alexander. Fellow author of children's tales, J.M. Barrie, is listed at Adelphi Terrace House in Westminster. Barrie was the creator of Peter Pan whose adventures in Neverland with Wendy are a classic story that is as much loved today as it was then. The writer, who had been made a baronet in 1913, can be found in these records under his full name and title of Sir James Matthew Barrie.

Title	Sir
Forename	James Matthew
Surname	Barrie
Suffix	Bart.
Street	Adelphi Terrace House, 1 To 3 Robert Street, Adelphi
Town	Westminster
Post Code	W.C.2
Starting From ⓘ	12 John St
Listing Type	Post Office London Street Directory
County	London
Volume Title	Post Office Directory of London
Volume Year	1921



Search result for Sir James Matthew Barrie at Adelphi Terrace House




J.M.Barrie (Sir James Matthew Barrie, Bart) creator of Peter Pan. By Herbert Rose Barraud [Public domain], via Wikimedia Commons

Another published author who was to have a massive effect on the world, though not for fictional tales for children, was John Maynard Keynes. His specialism was in the formulation of ideas that would fundamentally change the theory and practice of macroeconomics and the economic policies of governments until it was challenged by Monetarism. In the 1920s decade John Maynard Keynes published his academic works and wrote articles as a journalist that he was able to sell internationally. The same year that these directories were published, 1921, Keynes brought out his book *A Treatise on Probability* - though he had actually written it before the First World War. It was also this year that he fell in love with Lydia Lopokova, a well-known Russian ballerina. Lydia was one of the stars of Sergei Diaghilev's Ballets Russes and the two were to marry four years later in spite of Keynes maintaining an affair with a younger man over the course of his courtship with the dancer.



John Maynard Keynes, 1st Baron Keynes of Tilton; Lydia Lopokova.
By Walter Benington (1872-1936) [Public domain], via Wikimedia Commons

Directories » Transcript » Full	
Forename	John Maynard
Surname	Keynes
Street	46 Gordon Square
Town	St Pancras
Post Code	W.C.1
Starting From	19 Woburn Square
Listing Type	Post Office London Street Directory
County	London
Volume Title	Post Office Directory of London
Volume Year	1921
	

The Post Office London Directory 1921

A search of TheGenealogist's Trade, Residential and Telephone directories finds three addresses for Keynes. Firstly he is listed as the Secretary of the Royal Economic Society on the Strand in London. He also has an entry for his university address at King's College in Cambridge and there is also his home address at 46 Gordon Square, London, WC1. If you head to Gordon Square today you will find that it has a blue plaque to celebrate the fact that Keynes once lived there.



46 Gordon Square, WC1, Photo: Myrabella / Wikimedia Commons, via Wikimedia Commons

These directories on TheGenealogist cover the majority of the country's population and they make excellent census substitutes to find ancestors that were the heads of households in 1921.