

## Northamptonshire Record Office

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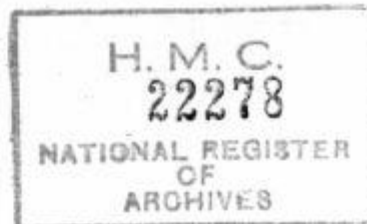
NRA 22278



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JAN 1979

NORTHAMPTONSHIRE RECORD OFFICE



Herbert Reed and Son,  
Newsagents, of  
Wellington Street, Kettering.

Accession 1978/154

The Reed family have been connected with the newsagency in Kettering for many years. Goodwin Reed and his wife Sarah lived in a house in Tresham Street, Kettering. Their children, of which they had five boys, went to work in the various shoe factories and Goodwin worked at home making shoes. They soon required a larger house and moved to Wellington Street, Kettering on Good Friday, 1913. This house had been a boot and shoe repair shop and consequently had everything that was needed to begin a business. Wellington Street was known as Kettering's second High Street and no sooner had Mrs. Reed moved in when she sold a bag of potatoes, which they had grown on their allotment, for 1/-. So delighted was she by this triumph that she went on to retail many varied goods, including sweets, hatpins and haberdashery. After the first World War they began to sell daily papers and magazines. They started to sell Sunday papers in the town the year their last child, Lily, was born in 1908.

Of the sons, Walter was the eldest, followed by Harry, James, Fred and Herbert. Fred had a chronic heart condition and could not do normal work, so started to sell Evening Telegraph's on the street corner in 1903 or 1904. Walter was invalided out of the army due to a piece of shrapnel which had lodged itself under the heart. He had to live a quiet life and returned home to sell daily papers and magazines from 1918. After the war had finished, Harry was demobilized and came back to Kettering and started to sell Sunday papers to Geddington. He walked from Kettering to Geddington and back each Sunday, delivering the papers by hand from a homemade cart. Later Walgrave was also served as well. Walter Reed was fitter than at first pronounced and soon expanded the business by applying for the agency to sell daily papers for wholesale suppliers. He firstly obtained the sole agency in Kettering for the Daily Sketch. J. Cross (newsagent in the town) became the agent for the Daily Mirror and they each bought the others papers. Of the other well established newsagents in the town, there were H. Smith, Linnetts and Goss Brothers (Accession No.1978/31).

The firm sold a great variety of papers and periodicals, including:

(sole agent) News of the World (one weeks supply cost £23/7/3)	
(sole agent) Daily Sketch	)
Daily News	) 1926
Daily Express	)
Evening Standard	)

Herbert Reed and Son

(cont.)

	Westminster Gazette (one weeks supply cost £23/7/3)	
	Sunday Worker	)
	Sunday Sportsman	)
(sole agent)	Shoe and Leather News	) 1926
	Jockey	)
	Radio Press	)

Walter Reed had two sons, Harold and George, who both worked at Timpsons. Harold began to help his father and was the first member of the family to drive when they purchased a Model 'T' Ford van for deliveries. They also used the buses to take papers to the outlying villages and the train to take papers to Isham (on Sundays!). During the early 1930's, Corby began to develop and the potential was soon realised. Harold (eldest son of Walter) opened up a shop in the High Street, Corby in 1938 and began quite soon to wholesale to the other agents. (This shop is now run by his wife, Nellie and son, Alan Reed.) In 1938, Mr. Herbert Reed joined the firm full-time to help Walter. George (Walter's younger son) still worked at Timpsons, but helped out in the shop before and after work.

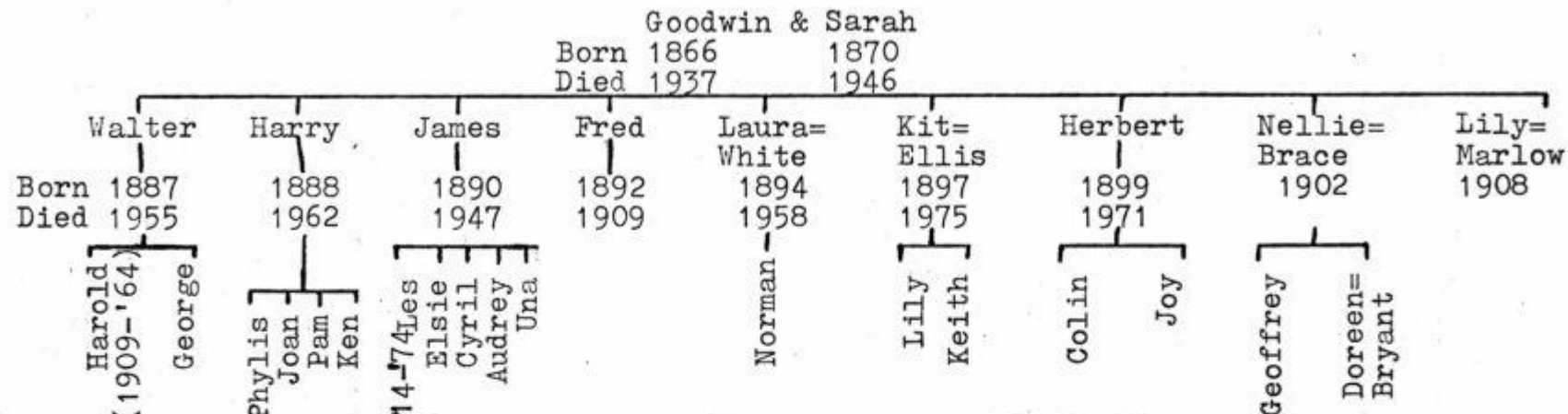
During the Second World War, Harold worked at Corby and George joined the R.A.F. Goodwin died in 1937 and his wife, Sarah, was appointed wholesale agent. Sarah died in 1947. After the war, George purchased a shop at the top of Regent Street, Kettering, which had belonged to one of the first newsagents in the town. Walter suffered a serious illness and the agency was granted instead to his younger brother, Herbert. This did not please Harold and George, therefore the business of Reed's became split. Walter retired at this time.

Today the Reed family is well known throughout the town and pioneered many advances in the availability of news to the general public of Kettering and the surrounding district.

The following list will show clearly and in chronological order, each member of the family and what they did:-

(over page)

REED FAMILY "NEWSAGENTS" KETTERING



- 1903/4 Fred selling Evening Telegraphs only, as a street vendor.
- 1908 Appointed agent for News of the World in Kettering. Sold first Sunday papers in Kettering. Sold same by allocating area (2 or 3 streets) to young boys to call "paper" and sell in the streets.
- Good Fri- Moved to shop 10, Wellington Street, sold newspapers from shop, but mostly sold by day 1913 street sellers. Shop sells all goods from potatoes, sweets, pinafores to hat-pins.
- 1914 Walter, Harry and Herbert all join the army.
- 1918 Walter is wounded and invalided out of the army. Starts wholesaling to other shops.
- 1919-41 Harry works in shoe factory all week. Starts supplying Geddington with Sunday papers. Walks four miles to Geddington, pushing handcart for next 22 years.
- 1919-37 Walter manages wholesale. Gets sole agency for Empire News, Sunday Graphic, Sunday Times, Daily Sketch, Sporting Chronicle. Opens up numerous outlets selling news in Kettering and surrounding villages.
- About 1930 James takes over shop in Thorngate Street, to sell newspapers. (Shop now demolished.)
- 1937 Goodwin dies, his wife Sarah appointed wholesale agent.
- 1938 Walter's son, Harold, opens newspaper shop in High Street, Corby. Starts to serve Corby area with news. (Now Reed Bros.)
- 1938 Nellie takes newspaper shop in Montagu Street, "H.G. Brace & Son Ltd"
- 1942 Harry starts newsagency from his house in St. Peter's Avenue.

(cont.)

- 1946 Sarah dies. Herbert appointed wholesale agent for Kettering.
- 1946 Harold (Walter's son) appointed wholesale agent for Corby. Dies in 1964, his wife then appointed wholesale agent.
- 1946 James dies. Sons, Les and Cyril, took over Thorngate Street shop.
- 1947 Lily takes over shop in Club Street. Later moves to sell newspapers in shop in Lower Street. (Now Lee's.)
- 1948 George (Walter's youngest son) takes over G. Smith newspaper shop in Regent Street. Later moves to Rockingham Road. (Now Reed Bros.)
- 1963 Doreen (Nellie's daughter) takes over Davies newspaper shop in King Street, "D. & T. Bryant's" (Now Tom's.)
- 1965 Ken (Harry's son) takes Harry's business from house to open shop in Windmill Avenue, "Reeds". (Now Reedwell.)
- 1971 Herbert dies. His son, Colin, appointed wholesale agent.
- 1974 Colin relinquishes wholesale to Surridge Dawson Ltd. Retains retail side of business.

April, 1978.

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Section A

- |      |   |   |
|------|---|---|
| 1    | <p><u>Cash Book/Ledger:</u><br/>                 Page 1-2 of Cash Book belonging to Mrs. Ellis of Tywell Bakehouse up to 1927. This shows on left-hand page dates; invoices; amounts; credit dates and amounts. On right-hand page cash, with dates and amount and column for stock in hand.<br/>                 Page 25 onwards, Ledger: indexed showing a separate page for each account belonging to private individual or firm with date and amount. The entries are generally weekly.</p> | <p>1st. Oct 1927-<br/>                 29th. Sept 1928</p> <p>1944-1950</p>                         |
| 2-5  | <p><u>Sales Ledger:</u> indexed showing separate page for each individual including sales of newspapers and periodicals.</p> <p>(3) As above.<br/>                 (4) As above.<br/>                 (5) As above.</p>   | <p>Feb 1950-Oct 1953</p> <p>Oct 1953-Jan 1960</p> <p>Oct 1958-Feb 1964</p> <p>Feb 1964-Feb 1968</p> |
| 6-8  | <p><u>Purchase Ledger:</u> indexed showing separate page for each firm with dates; goods; payment by cheque, etc; discount; date when cheque was paid and amount.</p> <p>(7) As above.<br/>                 (8) As above.</p>   | <p>1947-1950</p> <p>1951-1955</p> <p>1955-1960</p>  |
| 9-12 | <p><u>Bank Pass Books:</u> showing dates, debits (cash, cheques, etc.) and amount on left-hand page with date, credits (with person or firm to whom money was paid) and amount. Each page is totalled at</p>  |   |

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(cont.)

Section A (cont.)

9-12 the bottom with a grand total at the end of (cont.) each year.

- |  |                      |
|--|----------------------|
| (9) Mrs. Sarah Reed of 10, Wellington Street,<br>& Kettering in account with the Northamp-                     | 18th. Aug 1915-      |
| (10) tonshire Union Bank Ltd., Kettering.  | 27th. Oct 1916       |
| (11) Mrs. Sarah Reed of 10, Wellington Street,<br>& Kettering in account with the National                     | 27th. July 1919-     |
| (12) Provincial Bank Ltd., Kettering branch.   | 19th. Nov 1920       |
|  | 17th. Nov 1927-      |
|  | 20th. July 1929      |
|  | 28th. Oct 1935-      |
|  | 3rd. Dec 1938        |
| 3-18 <u>Account Book</u> : double paged showing date, cash<br>in hand and at bank payments out/in with totals. | Feb 1948-July 1953   |
| (14) As above.   | July 1953-March 1957 |
| (15) As above.   | March 1957-Nov 1960  |
| (16) As above.   | Nov 1960-June 1964   |
| (17) As above.   | July 1964-Feb 1968   |
| (18) As above.   | Feb 1968-Oct 1971    |

Section B

- 1 Papers regarding Notice of Bankruptcy proceedings at the Northampton County Court in relation to John Murdoch of 47, Judith Road, Kettering and carrying on business at 7, Grange Place, Kettering and at 79 and 81, Berry Moor Road, Wellingborough as a newsagent, tobacconist and ironmonger.
- |   |                |
|---|----------------|
| (i) Summary of Statement and Official Receiver's "Observations".  | 23rd. Jan 1957 |
| (ii) Letter from Cattell and Chater, Accountants of Bank Chambers, High Street, Kettering to Herbert Reed & Son, 10, Wellington Street, Kettering regarding creditors of John Murdoch. Note in ink on letter showing amount outstanding and for which goods with their dates. | 15th. Feb 1957 |

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(cont.)

Section B (cont.)

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|---------|--|---------------------------|
| 1       | (iii) Letter from "National Advertiser" regarding publicity campaign on the back of which is a continuation of the amount owed by John Murdoch.                | 8th. Feb 1957             |
| (cont.) |  |                           |
|         | (iv) Extract from the Northamptonshire Evening Telegraph re: "Trader's story of £4,450 liabilities on five shops" - story about Mr. John Murdoch of Kettering. | Tuesday,<br>5th. Feb 1957 |
| 2       | Invoices from (i) W.H. Smith & Son Ltd., Northampton (5)   | 1959                      |
|         | (ii) with Statement  | 1959                      |
|         | (iii) East Midland Electricity Board   | 5th. July 1966            |
|         | (iv) Reynolds News   | Feb?                      |
| 3       | Copy of letter to Mr. Stewart of Pytchley regarding accounts forwarded to him from Herbert Reed & Son.   | 20th. Sept 1961           |
| 4       | Notice introducing the new Shoe & Leather News incorporating the Shoe & Leather Record.  | Not dated                 |

April, 1978.