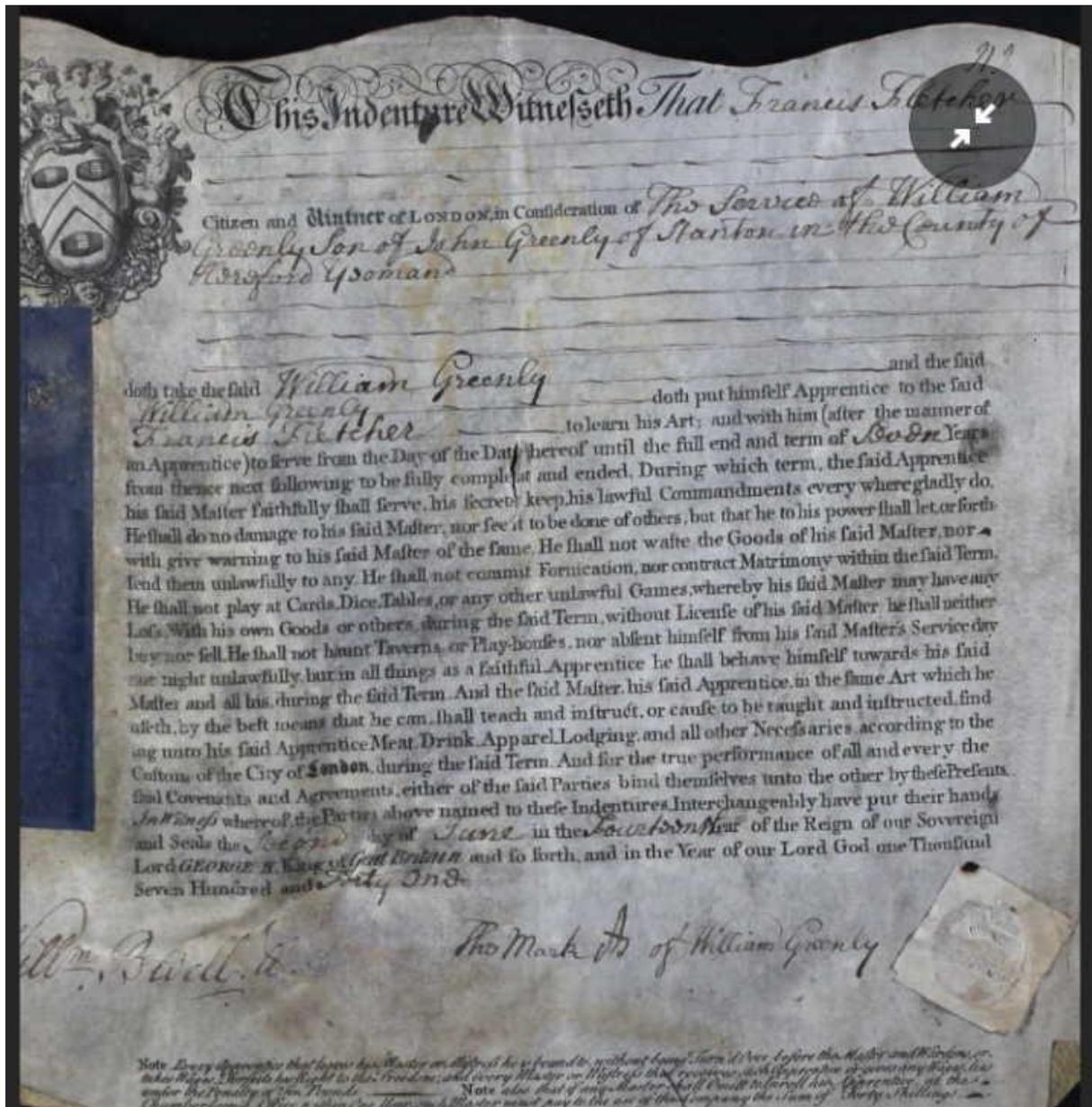


Story of William Greenly (1720 – 1791) of Staunton on Arrow, Vintner of Chancery Lane, London.

William Greenly was born in Staunton on Arrow in Herefordshire and was the son of John Greenly, a gentleman farmer; John was our 7th Great Grandfather on our paternal line. William therefore was our 6th Great Uncle.

William was born in 1720 and died in Chancery Lane, London in 1791. In 1741, at the age of 21, William was apprenticed to Francis Fletcher, a citizen and vintner of London - to learn the trade of Vintner in London – a vintner being the importer and seller of wine. A copy of the contract is shown below.



Apprenticeships were usually for 7 years and had considerable restrictions for the apprentice, you can read these restrictions above.

William completed his apprenticeship in 1748 and was then able to trade as a Vintner himself.

On the 4th February 1752 William married Anne Beresford (1731–1772) at St Georges chapel in Mayfair, Westminster London. William was 32 and Anne was 21.

Story of William Greenly (1720 – 1791) of Staunton on Arrow, Vintner of Chancery Lane, London.

St Georges chapel is shown below. At the time there were a dozen key guilds in the city of London, including silver and goldsmiths and vintners. These guilds were also known as liveries as each was prosperous enough to have palatial guild hall



where staff would have had their own uniforms or liveries.

The halls were used for meetings and entertaining. Some halls were very substantial including the Vintners Hall near St Pauls. These halls and the entertaining held within also indicated the considerable wealth associated with each trade.

The figures below show Vintners Hall which is still present today. A relatively few vintners would have controlled all of the import and sale of wine in London and beyond. William and his wife Anne were masters of the famous Crown and Rolls Tavern in Chancery Lane,



London. Chancery Lane at that time as now was associated with the legal profession. The forerunner of today's Law Society which is still based in Chancery Lane was known as the 'Society of Gentleman Practisers'. The meeting of the lawmakers was held monthly and took place at Mr William Greenly's tavern the '**Crown and Rolls Tavern**' in Chancery Lane, London. This area is still the legal heart of London. Mr Greenly was trusted with the safe keeping of a trunk which held all of the Law Societies papers

and books.

William Greenly also hosted the regular meeting of the Herefordshire Society, for significant sons of Herefordshire that were in London at that time. The Crown and Rolls Tavern was at no 9 Chancery Lane and also hosted card games frequented by James Boswell and Samuel Turner.



Mr Greenly's Crown and Rolls Tavern



James Boswell and Samuel Turner frequented the Crown and Rolls Tavern and would have known Mr Greenly well.

Story of William Greenly (1720 – 1791) of Staunton on Arrow, Vintner of Chancery Lane, London.

James Boswell, 9th Laird of Auchinleck, was a Scottish biographer, diarist, and lawyer, born in Edinburgh. He is best known for his biography of his friend and older contemporary the English writer Samuel Johnson, which is commonly said to be the greatest biography written in the English language.

There are two other Greenly associations with Chancery Lane.

In the early 1970's Cyril Percy Greenly worked in Chancery Lane for Binney and Partners a Civil Engineering practice. Cyril commuted in from Witham in Essex.

In the early part of the 20th Century, Greenlys Advertising had their office there. Fascinating to reflect that these offices at no. 5 were a few yards away from no. 9 where the Crown and Rolls was located.



AFTER SATURDAY
MARCH 22nd
5, CHANCERY LANE, W.C.2
Telephone:
Holborn 2781-2
Telegrams:
Greenly, Fiat, London

Greenly's
NEW OFFICES

**THE CONSCIENCE ON WHICH A
PROSPEROUS BUSINESS HAS BEEN BUILT**

The investment of an advertising expenditure is a transaction largely based on faith. The advertiser trusts the agent to look after the pennies as well as the pounds. On how faithfully that trust is fulfilled depends the measure of success that attends the advertising outlay. The conscientious care exercised by this company is the root of its success. Every client that has placed his advertising in the hands of this firm has been impressed with the saving and the consequent low advertising cost per unit of sale.

What advertising will do and what it will not do are subjects we should like to discuss with any enquiring advertiser. An interview either at your office or ours will place you under no obligation.

Greenly's
National Advertising Agents
5-CHANCERY LANE·LONDON·WC2