

### MR. EDWARD LLOYD AND HIS NEWSPAPERS.

The gossip in the *Newcastle Leader* writes :—Douglas Jerrold may be said to have been the founder of the fortunes of the late Mr. Edward Lloyd. As we have always understood, Mr. Lloyd was a newsagent somewhere out Shoreditch way when Jerrold went to him with proposals for the foundation of a newspaper. *Lloyd's Weekly* was the result of the negotiations, and Jerrold's share in establishing the concern was so far recognized that he was appointed editor for life, with succession to his son. The *Clerkenwell News*, which Mr. Lloyd merged into the *Daily Chronicle* was a splendid property, and it may very well be doubted whether the larger venture was on the whole so profitable as the concern out of which it arose. The *Clerkenwell News* had an unrivalled run of a certain profitable class of advertisements, and has been known to appear without any news at all. It was for the advertisements that it was generally bought, and nobody cared what else it might contain. The office was quite near to Clerkenwell prison, but the *Clerkenwell News* contained no particulars of the famous explosion at that building. The great event of the week had been crushed out by advertisements.

The late Mr. Edward Lloyd was (a London correspondent writes) one of the most remarkable men of his era. His beginnings were of the most modest kind. He kept a little shop, and sold cheap literature. Among those who called upon him during his illness was Lord Granville, who had a sincere respect for the old pioneer of the cheap newspaper.

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This elicited the following letter from Tom Catling in the *Pall Mall Gazette*, 15 April, p.7 (reproduced in the *Daily Chronicle*, 16 April 1890, p.2)

### MR. EDWARD LLOYD AND HIS NEWSPAPERS.

To the EDITOR of the PALL MALL GAZETTE.

SIR,—In the cause of truth and the interests of journalism will you allow me once more to correct the old fiction respecting Mr. Lloyd's indebtedness to Douglas Jerrold, in starting his weekly paper, which you quoted from the *Newcastle Leader*? The writer says, "Mr. Lloyd was a newsagent somewhere out Shoreditch way when Jerrold went to him with proposals for the foundation of a newspaper. *Lloyd's Weekly* was the result of the negotiations, and Jerrold's share in establishing the concern was so far recognized that he was appointed editor for life, with succession to his son." There is not the slightest possible basis of fact for any one of these statements. Dates alone furnish a sufficient refutation. Five years after the starting of *Punch* (July, 1841), Douglas Jerrold, having seen his *Illuminated Magazine* and *Shilling Magazine* fail successively, turned his attention towards a Sunday paper. Dickens favoured the project, and in the summer of 1846 *Douglas Jerrold's Weekly Newspaper* duly appeared. It was favourably received, but after a

few months began to break down, and never recovered, though it struggled on for a few years. The unfortunate editor, according to Mr. Blanchard Jerrold's life of his father, "was saddled with a heavy debt, which was never paid till his death, and was then discharged by a life policy." While Douglas Jerrold's weekly paper was slowly dying Mr. Lloyd's was making way. The facts were plainly set forth in the story of Mr. Lloyd's career told by me in the *Daily Chronicle* of last Wednesday, and reprinted in your own columns the same evening. *Lloyd's Weekly Newspaper* was started in November, 1842, and in the following year was published at the printing office in Salisbury-square, which Mr. Lloyd regarded as his favourite business corner till the end of his days. Mr. Ball was the first editor, and Dr. Carpenter succeeded him. *Lloyd's News* had been carried on amid tremendous difficulties, but steadily progressing, for more than nine years before Mr. Lloyd sought an interview with Mr. Douglas Jerrold, and asked him to accept the editorship. Jerrold offered to contribute to the paper at any time, but said that, owing to his engagement on *Punch*, he must consult his friends before giving an answer respecting *Lloyd's*. After a day or two he wrote, declining the post of editor. Mr. Lloyd, who usually thought out every detail of a scheme before entering upon it, at once replied to the effect that there was one point he had omitted to mention in the course of the conversation. That was what he was prepared to offer. He thereupon named a thousand a year as the sum he was willing to pay Mr. Jerrold for the editorship of *Lloyd's News*. Jerrold's immediate answer was that the letter put a different face on the matter, and he would come and see Mr. Lloyd at once. At the interview everything was arranged, the only departure from the proposal being the payment, to meet the wishes of Jerrold, of £20 each week. I had this story from Mr. Lloyd's lips many years ago, and am able, from my own experience, to speak of the work done. Douglas Jerrold wrote about three columns of leaders each week, and also the literary reviews. At the same time he had as writers for the paper his son Blanchard Jerrold, Hepworth Dixon, and Horace Mayhew. Notwithstanding the expense of these arrangements, Mr. Lloyd assured me that there was no increase in the sale of *Lloyd's* during the first half-year of Mr. Jerrold's editorship; but when the reports of the death and funeral of the Duke of Wellington sent the paper over 150,000 a week it never fell back. No one rejoiced in the success more than Douglas Jerrold, and down to his death in 1857 a close friendship existed between him and Mr. Lloyd. He readily recognized the exceptional business capacity of the indefatigable founder of *Lloyd's News*, justly regarding him as the pioneer of the cheap newspaper, who overcame innumerable obstacles, and secured a triumphant success by his keen judgment, untiring energy, and dauntless courage.

The *Newcastle Leader* further says: "The *Clerkenwell News*, which Mr. Lloyd merged into the *Daily Chronicle*, was a splendid property, and it may very well be doubted whether the larger venture was on the whole so profitable as the concern out of which it arose." I know nothing of financial details, but feel certain that every journalist of the slightest experience will share my confident assurance that this statement concerning the daily is altogether as baseless as the record of the starting of *Lloyd's Weekly*.—I am, Sir, your obedient servant,

April 12, 1890.

THOS. CATLING,  
Editor *Lloyd's News*.