

OUR ANGLO-COLONIAL LETTER

[From our Special Correspondent]

London, April 11, 1890

The most important event of the holiday week from an Anglo-Colonial point of view is the death of the veteran Edward Lloyd, the proprietor of *Lloyd's Weekly* and the *Daily Chronicle*. Mr. Lloyd was always a great believer in the Australias, and managed to secure a footing for his Weekly there long before more pretentious periodicals were obtainable.

I remember when I first visited your part of the world 17 years ago the solitary English paper which one could generally get a file at the local stores was *Lloyd's Weekly*. Curiously enough, too, almost Mr. Lloyd's last business act (he had been ill some little time when he died) was the institution in the *Daily Chronicle* of a special section for colonial news, which is headed 'Greater Britain day by day,' and contributed to by the leading members of our little clique.

Mr Lloyd's career appears to have been a most remarkable one. He was (says a member of the National Liberal Club, where the old man was very popular) much – very much – more than a figurehead of the vast concerns which bore his name and the stamp of his wonderful powers of organisation and direction. He was one of the great entrepreneurs of his age, standing in his profession at least on a level with old Mr. Walter of the *Times*, Sir Edward Baines of the *Leeds Mercury*, and other famous forefathers of modern English journalism. To within a few months of his death he took an active part in the management of the Chronicle, and there was not a member of the staff who had not the profoundest respect for his clear sightedness, his genius for 'business,' his good sense and judgment. His strong face and robust figure were at one time familiar in the Reform and National Liberal Club, of which latter institution he was one of the trustees. He was much attached to it and, though a Unionist, would never desert it. The control of the *Chronicle* will now probably fall into the

hands of young Mr. Lloyd, under whom it may undergo some further developments in the popular and democratic direction.

Edward Lloyd's work in journalism was twofold. He was the forerunner of the cheap popular newspaper, and he was the first man to introduce into this country the fast rotary machines which have revolutionised newspaper production and brought in the era of great circulations. He developed the *Chronicle* from the *Clerkenwell News*, and laid down £150,000 in working up the great London daily. 'News, news, news,' was his motto as a journalist; 'plenty of it – the right sort of it – the right proportions.' He made every inch of his own paper at his huge mills at Sittingbourne, which produced 300 tons a day, and the use of esparto grass in the manufacture was due to him. Personally he was a very interesting man, his talk – shrewd, penetrating, and pertinent – being a reflection of his character. He made a huge fortune, and was increasing it to the day of his death.

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