

Felling trees.
Lumber pool.

IRST STAGES OF PAPER MAKING. 3. Stacking logs.

- 4. Loading bales of pulp.
- 5. The waterfall at Honefos.



HE spirit of romance is not dead. It lives and thrives under the conditions of modern civilisation as fully as in the days when men bore arms and adventures awaited them at every street corner. Modern romance has many aspects and, if these are less exciting and not so risky as of old, they are none the less fascinating. There is, for instance, the romance of modern industry in all its developments and with this is coupled the romance of invention. The two are inseparable, twin companions in promoting the progress of the world, and in no way can they be seen in more useful co-operation than in the production of a great journal like "Lloyd's Weekly News." Gifted writers have described in glowing sentences many different industrial processes and one eminent poet has even found romance lurking in the engine room of a great ocean steamer. No one can deny its presence there and, indeed,

machinery on a great scale offers the finest example of the survival of the spirit of romance. In the engine room of a huge ship and the machine room of a great newspaper, like "Lloyd's News," this spirit has been harnessed to do man's bidding, and how perfectly this is done can be realised only by those who have seen the engines and the machines at work. The newspaper, however, stands in a class by itself, for it may safely be said that there is no single article of modern manufacture in the production of which so many industries are concerned.

The magicians of Ancient Egypt used, it is said, by the wave of a magic wand, to conjure up distant scenes and remote events for the entertainment of their audiences. Without resorting to any sort of magic and trusting only to a plain narrative of facts, it is proposed to carry the reader in imagination through all the processes which go to the making of a copy of "Lloyd's News."

PINE FORESTS The beginnings are in distant Norway, or still more remote Canada. These two countries with their vast forests supply the timber from which is made the paper for the printing of "Lloyd's News." Here at the outset is something strange and wonderful—the manufacture from hard, solid wood, of so frail and delicate an article as paper. Wonderful as it is, it is not so very new, for the word "paper" is only a modern form of "papyrus," the reed from which the ancient Egyptians made their writing materials. In a still earlier age the Chinese, who seem to have invented everything, made paper from the sprouts of bamboo. Ancient history and modern industry thus meet curiously, at the very first stage of the making of "Lloyd's News." The raw material is practically the same to-day as it was thousands of years ago, but a marvellous change has come over the various processes of manufacture.

The initial work is, of course, the felling of the trees and this takes place in winter, when snow lies heavy on the ground and the keen cold atmosphere serves only to invigorate the woodmen and to give them fresh zest for their task.

Imagine the scene. For miles and miles, snow-laden trees cover the countryside, the ground is deep in snow. Among the trees "logging" huts have been built, in which the woodmen live during the winter season. The only sounds heard in the forest are the voices of the men as they "yodel" and sing at their task, the ringing of their axes on the trunks of the trees, and the crash as some mighty monarch of the woods is brought to the ground. They are falling all around and as each touches the snow-clad earth it is seized by a second gang of men who strip it of its branches and bark.

In this condition the trees are conveyed on sleighs, drawn by horses or oxen, over the frozen ground to the nearest river.



At this season of the year all Nature is in deep repose in Norway. A cloudless sky hangs over the country, the pure clear atmosphere is so still that not a breath of wind seems to pass among the hills, and the streams and rivers are frozen over. When, therefore, the fallen trees, destined for the paper mills of "Lloyd's News" reach the banks of the rivers they are cast upon the ice-covered surface and lie there till the thaw comes. This is generally about the month of April. The birches are then still leafless, but the buds are ready to burst forth, and the pines and firs are starting into new life, and the ice is melting on the rivers. When the thaw is complete there is a mighty rush of the released waters and the logs are borne, swirling and eddying with the current, on a journey which may vary from 10 to 100 miles and occupy weeks or months according to the distance to be traversed. It is not, of course, all "smooth sailing" for these inanimate voyagers; great numbers are stranded by the way on the banks of the rivers and men are engaged all through the summer months pushing them into mid stream again and giving them a fresh start on their travels. Tourists in the "Land of the Midnight Sun" take an intense interest in this method of transportation and very frequently the amusing spectacle may be seen on the banks of the Randsfjord or Baegna rivers, of well-to-do English gentlemen acting the part of lumbermen-to use the term employed in Canada. They look upon it as an excellent sport, not without its spice of danger-the risk of an involuntary dip in the river-and it is this which provides an irresistible attraction for them.

The two rivers mentioned, the Randsfjord and the Baegna, are tributaries of the Drammen—one of the largest of the Norwegian rivers—and they unite at Honefos. At Honefos, which is about 30 miles to the north-west of Christiania, the capital of Norway, Messrs. Edward Lloyd, Ltd., have pulp mills where the trees are made into half-stuff. That is the first manufacturing process, and one of the most wonderful, which



[&]quot;Lloyd's" paper mills at Sittingbourne.

the trees undergo before they reach the stage of the printed sheet. For every copy of "Lloyd's News" which is read over the breakfast table was once part of a tree in Norway or Canada, and that is what is meant by the romance of newspaper production.

MAKING How is this marvellous first change, from wood into paper pulp effected? It is effected with almost inconceivable rapidity by machinery, of which it has been said that it is "so true in its construction, so nearly perfect in operation, that it may almost be left to look after itself."

Let us look into the pulp mills at Honefos in Norway and see how this miracle is accomplished. When the trees, stripped of their branches and bark, arrive at the pulp mills, they are cut into short lengths and, if any remnants of bark still adhere to the trunk, they are removed by means of rapidly revolving saws. The short lengths of timber, now completely stripped of bark, are dropped into a trough of running water and carried to the "grinders," a term which easily explains itself. The principal feature of these "grinders" is a huge grindstone, against which the wood log is pressed end on by hydraulic power. The grindstone revolves at a very high speed and it soon reduces the log to a fine powder, with which is mixed a great quantity of water. This mixture is run into vats and from the vats it passes to straincrs, which retain all chips, pieces of bark, and dirt, while the pulp mixture passes through. The next step in the process is the employment of a machine which extracts a great quantity of the water and transforms the powdered pulp into sheets. These sheets are in turn put up in bales and the bales, after being submitted to hydraulic pressure, are ready for transmission to the paper mills. Some idea of the immensity of the operations at the Honefos Mills may be gathered when it is stated that trees are converted into pulp at the rate of 60,000 tons of pulp a year.

But the pulp is still in Norway, and it has to be brought to Sittingbourne in English Kent. The first stage of the journey is decidedly interesting. The pulp mills are in a valley some distance from, and a long way below, the level of the railway. The problem of quick transport has been overcome in an ingenious fashion. On an overhead traveller at a great height from the ground the bales are conveyed from the mills to the railway station. Seen from a distance it almost looks as if the bales were flying through the air, and their appearance suggests to the imaginative onlooker a great host of aeroplanes



scudding in the lower atmosphere. At Honefos Station the bales are placed in huge storehouses, and several times a day trains leave heavily laden for the port of shipment. This is Drammen, and there the bales are loaded up in steamers of capacity varying from 600 to 2,000 tons burden for shipment to England. Down Drammen Fjord into the broad and rolling Skager Rack and then across the North Sea the steamers make their way with their valuable cargoes for the Thames. When the coastwise lights of England hail them their journey is practically over, for, whether they come from Norway or from Canada, the pulpladen vessels proceed no further than Queenborough on the Isle of Sheppey. There the bales, each of which weighs about 4 cwt., are unshipped and brought up the Swale in lighters or sailing barges to Sittingbourne on Milton Creek, 11 miles east south-east of Chatham, and 45 miles from London.

MANUFACTUR-ING PAPER It is interesting to recall that this ancient market town of Kent has associations with literature other than those of making paper for the printing of books and newspapers.

In the 14th Century it was a favourite halting place for pilgrims to Canterbury and for kings and other travellers on their way to the Continent. Here, no doubt, Chaucer's "Pilgrims" stayed and refreshed themselves on their way to Canterbury, the knight who "loved chivalry," the young squire, who could "make and recite love ballads," the Prioress smiling and coy, and all the rest of the goodly company. They still live in great Chaucer's verse, but their places in the active world of to-day have been taken by busy skilled makers of paper and artisans in the many other trades required for the production of this particular article.

The Paper Mills of Edward Lloyd, Ltd., are the largest in the world, and have an output of 1,600 tons of finished paper every week. This is sufficient to put a real girdle round the world, not the fanciful one of the poet's creation.



Wharf at Sittingbourne showing stacks of pulp.

And now, the bales of pulp having reached Sittingbourne, they are placed in great high sheds and are used in the order in which they are deposited, for the pulp, though it does not quickly deteriorate, will not keep for an indefinite period in first class condition. The treatment of the pulp at Sittingbourne Mills begins on the "beating" floor high up in the building. Here in a tempest of noise and commotion circular "beaters" revolve in enormous vats and thrash the pulp, which has been mixed with water, into a substance that has the consistency of soap-suds. Round and round the "beaters" spin flogging the

fibres ever more thoroughly, until, at exactly the right moment, the workmen in charge introduce into the vats an aniline dye. This is to whiten the pulp, and later size is introduced to give cohesiveness. The watchful eye of the operator is still upon the mixture in the vats, and when he decides that it has creached the proper consistency, it is made to flow by gravitation into great chests. In these it is kept in a state of constant agitation so that the heavier fibres do not sink to the bottom. The next proceeding is one of refining and of clarifying the materials through strainers which remove every foreign substance that is likely to impair the quality of the paper.

Now, however, comes the most remarkable process in the whole art of paper-making. The pulp, having been refined and clarified, is discharged from the beating floor into machines on the floor beneath. It enters these machines at one end as a substance resembling soap-suds, and leaves the other end as paper ready for the printing machine ! Here, truly, is magic. Standing at the "wet end," as it is called, of this miracle working machine, you can watch the stream of water flowing in, and if you catch a little of it in your hands as it glides along you can see suspended in it the minute fibres that were, perhaps, just a week earlier, part of a great tree in Norway or Canada, and by the time you walk 230 feet to the other end of the machine a perfect sheet of paper emerges, clean, white and delicate, on which a statesman may draft a treaty or a lover write a sonnet to his lady's eyes.

Again, how is this miracle accomplished? First, when the paper enters the "wet end" of the machine it is projected on to an endless gauze wire netting, so very fine in mesh that there are as many as 400 holes to the square inch. To this wire netting is imparted by mechanical means a peculiar shake from side to side, which knits the fibres together, while at the same time much of the water is extracted by suction





boxes placed underneath the wire gauze and worked by powerful air pumps. Another ingenious contrivance is the use of an endless band of rubber, or "deckle" belt, which travels on each side of the wire netting and prevents the pulp running over the edges. When it has passed the suction boxes, and before it leaves the wire netting, the pulp is becoming a little less like soap-suds and more like paper. When ultimately it leaves the wire netting it is carried on to the first of a series of rolls.

These first rolls are known as couch rolls, and they supplement the action of the suction boxes by squeezing still more moisture out of the pulp. From the couch rolls the pulp is carried on to press rolls, which squeeze out still more moisture until at last the pulp is indubitably paper. The conversion, however, is not yet complete. The paper has to be dried, and it moves further along the mighty machine and passes round steam-heated cylinders which accomplish this drying process. The material is now, still on the same machine, carried on to the calenders. These are huge cast-iron cylinders with an accurately ground and smooth, polished surface, which subject the paper to a tremendous pressure, and so impart smoothness and a gloss to its surface. Next the edges of the paper are trimmed, and it is divided into the required widths and finally wound on to reels, the length of the roll being automatically registered. When the indicator shows that the roll is of the required length it is detached from the machine and is then ready for the printer.

There are as many as fourteen of these machines rapidly turning out paper from pulp for "Lloyd's News." Each is a monster, 230 feet in length, and a triumph of machine construction.

In order to realise fully the wonderful work done by them and the men who guide and control them, it is necessary to remember that the material that is being manufactured is extremely fragile, especially when



1. Unloading paper at "Lloyd's" Wharf near Blackfriars Bridge. 2. Reels of paper being carted through Fleet Street. 3, 4. Unloading the reels in Salisbury Square. it is still in a semi-wet state, and it speaks volumes for the delicate adjustment of the machinery and the skill of the workmen that there are not frequent breaks in the continuity of the web of pulp. So far from this being the case, these machines have been known to run night and day for the best part of a week without a single breakage occurring. This will be seen to be all the more remarkable when it is stated that the paper in the making travels along the machines at the almost incredible speed of 530 feet a minute.

When the finished article leaves the machines in reels it is in width anything up to 13 feet, and the reels, having been cut to the required width and length, are packed ready for transportation to London.

HISTORICALEach reel for "Lloyd's Weekly News" containsNOTES $4\frac{1}{2}$ miles of paper, and by trains and barges—Lloyd's

own barges—these are conveyed from Sittingbourne in Kent to Salisbury Square in London, where the paper is written, edited and produced. Here the imaginary journey, which was begun in the forests of Norway, enters upon regions where events occurred that carry us back to the roots of English history. Antiquaries tell us that a Roman amphitheatre once stood on the site of the Fleet Prison, and Roman citizens were undoubtedly buried outside Ludgate. There were certainly rough doings in Fleet Street in the Middle Ages, and its history down a long panorama of years is one of turbulence and rioting, in which the



Entrance to "Lloyd's News" offices in the old days.



Main entrance to "Lloyd's News" offices, present day.

'prentices were ever ready to take their part with club in hand. These are changed days now, but the atmosphere of the olden times still hovers about the place, and nowhere is its presence felt more insistently than in Salisbury Square. The offices of "Lloyd's News" stand on classic ground, for within their precincts Richardson wrote "Pamela" and others of his famous novels, and in quite recent years Douglas Jerrold, man of letters, brilliant journalist, and genial man of the world, guided the destinies of "Lloyd's News" from the editorial chair.

Running north and south



Entrance hall of "Lloyd's" Offices.



along the rear of the offices is Hanging Sword Alley. What a world of mystery and of the terror of old days is in the very name? It is a conjunction of words that calls up visions of ancient, bitter feuds, of deadly enmities, and quick, rude vengeances. Happily there are other and more peaceful associations with this alley of the ominous name. It was here that Mr. Jerry Cruncher, the odd-job man of Tellson's Bank by Temple Bar, lived, with his prayerful wife and his son Young Jerry, as readers of Dickens's "Tale of Two Cities" will remember.

Jerry, who stood outside Tellson's, and was "never by any means in it, unless called in—was an odd-job man, an occasional porter and messenger, who served as the live sign of the house. He was never absent during business hours, unless upon an errand, and then he was represented by his son, a grisly urchin of twelve, who was his express image. People understood that Tellson's, in a stately way, tolerated the odd-job man. The House had always tolerated someone in that capacity, and time and tide had drifted this person to the post. His surname was Cruncher and, on the youthful occasion of his renouncing by proxy the works of darkness in the easterly parish of Houndsditch, he had received the added appellation of Jerry."

Stairway leading to editorial offices.

Dickens introduces his readers to Jerry's home on one of the occasions on which he threw his boot at his wife when she was at her devotions.

"The scene was Mr. Cruncher's private lodging in Hanging Sword Alley, Whitefriars, the time half-past seven of the clock on a windy March morning, Anno Domini seventeen hundred and eighty. (Mr. Cruncher himself always spoke of the year of our Lord as 'Anna Dominoes,' apparently under the impression that the Christian era dated from the invention of a popular game by a lady who had bestowed her name upon it.)

"Mr. Cruncher's apartments were not in a savoury neighbourhood, and were but two in number, even if a closet with a single pane of glass in it might be counted as one. But they were very decently kept. Early as it was on the windy March morning, the room in which he lay abed was already scrubbed throughout, and between the cups and saucers arranged for breakfast, and the lumbering deal table, a very clean, white cloth was spread. Mr. Cruncher reposed under a patchwork counterpane, like a Harlequin at home."

Many and great have been the changes in the neighbourhood since those days. The offices of "Lloyd's News" have been entirely rebuilt and extended to keep pace with the ever-growing circulation of the paper, and it may be said, without exaggeration, that in this historic building there is to be found the most complete equipment for the production of a newspaper that exists in the world.

It is strange, almost beyond the power of words to express, that on the actual area now occupied by some of "Lloyd's" mammoth printing machines the savage life of



prehistoric days roamed through primeval forests. Such, however, is the case. In 1903, in the course of excavations necessary for the installation of the new machines—described further on—a most interesting discovery was made under the foundations. Bones of extinct animals were unearthed. These included a very fine skull of the woolly rhinoceros, together with part of its lower jaw and portions of the limb-bones. A notice of these remains was

written by Mr. F. E. Beddard, F.R.S., and subsequently the specimens themselves were presented to the British Museum (Natural History) where they are exhibited. The continuation of the excavations has led to the discovery of further remains which add considerably to our knowledge of the fauna of this locality in Pleistocene times. In addition to further remains of rhinoceros, bones of the mammoth (*Elephas primigenius*), the reindeer, horse, and the great extinct ox (*Bos primigenius*) have been found. The woolly rhinoceros is represented by many bones, and especially by a beautifully complete skull of a young individual, in which the milk-teeth were still in use and the back molars (wisdom-teeth) not yet cut. Curiously enough the second half of the lower jaw, found in 1903, was also discovered, and the two are now reunited.

The mammoth is represented by a fine lower jaw, and parts of a skull, with the teeth in good preservation. Probably the whole skull, which is



Facsimile of first page of No. 1 of "Lloyd's News."



that of a comparatively young animal, was present, but was broken up. The reindeer is represented by a fragment of antler only, but this is quite sufficient to prove its existence contemporaneously with the other animals. The great extinct ox and the horse are represented by numerous odd bones.

The remains were all entombed in mud, deposited in the valley of the ancient Thames, or, perhaps, more probably of some small tributary or backwater, since the beds actually dip a little away from the present river. The assemblage of animals indicate that the climate was a cold one, for we know that the woolly rhinoceros and the mammoth were both thickly clothed with wool and hair, and the presence of the reindeer, which is essentially an inhabitant of cold countries, is a further proof.

It is interesting to note that one of the pieces of mammoth tusk found is deeply cut by some sharp implement, and the cut does not appear to have been made since its extraction. This points to the conclusion that man also lived in the Thames Valley with the extinct animals, as he is known to have done elsewhere.

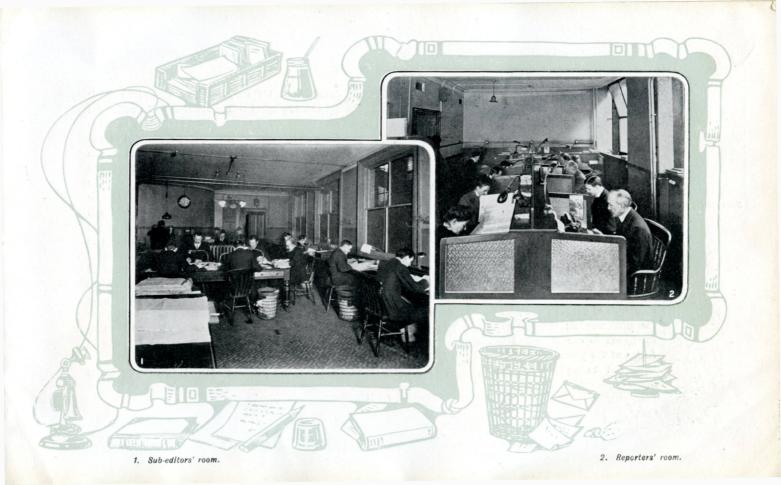
It is, of course, impossible to fix the date at which these animals lived in terms of years; all we know is that great changes in climate and in the geography of the region have taken place. At that time Britain was almost certainly united with the Continent of Europe. Various estimates of the time that has elapsed have been made, but probably 150,000 years come somewhere near the mark.

In an instructive account of the remains of the rhinoceros, Mr. F. E. Beddard, F.R.S., identified it with the Siberian rhinoceros, several well-preserved specimens of which are to be seen in the St. Petersburg Museum.

"There now remains," Mr. Beddard wrote, "the question-as with the apple in the



"Lloyd's " telephone exchange.





News coming over the tape machines.

dumpling and the fly in the amber-how did it get there? What was a Siberian and Continental rhinoceros doing in this island? Geology removes from us this difficulty. During the period of the earth's history which saw these great beasts grazing on the plains of Northern Europe and Asia, this island was not yet divorced from the Continent; the Thames flowed over what is now the Dogger Bank to join the Rhine, of which it

was probably an affluent—or to put it more patriotically, the Rhine was in those days a tributary of the Thames. The Siberian rhinoceros had, therefore, no difficulty in extending its range to Britain, and there is abundant evidence of its occurrence in various parts of this island. It has been found near Oxford, in caves in Yorkshire, and at Torquay, and at a variety of other spots, but we do not know that a specimen has ever been found embedded in the mud of the ancient Thames in London itself. Since our rhinoceros was entombed a good deal of water has flowed through the Thames valley. We must probably insist upon a great many thousands of years to carry us back to the Pleistocene period in which it lived, but we need not perhaps ask for millions. At this time England was populated by herds of great wild beasts and must have been as dangerous to our unclothed forefathers, armed with their feeble stone axe heads and javelins, as a jungle in Africa at the present day is to its black and naked woodsmen."

But before the printing of "Lloyd's News" is begun, there is something of vast importance to be



Replies to a "Lloyd's News" small "ad."

done—the collection of news and the writing of articles to fill the paper. Readers of Rudyard Kipling may remember a graphic bit of writing in the story "The Man who would be King." It is worth quoting for the humour of it, and as a fair representation of what happens in all newspaper offices.

"A newspaper office seems to attract every conceivable sort of person to the prejudice of discipline. Zenana-mission ladies arrive and beg that the editor will instantly abandon all his duties to describe a Christian prize-giving in a back slum of a perfectly inaccessible village. Colonels who have

been overpassed for command will sit down and sketch the outline of a series of ten, twelve or twenty-four leading articles on 'Seniority versus Selection'; missionaries wish to know why they

have not been permitted to escape from their regular vehicles of abuse and swear at a brother missionary under the special patronage of the editorial WE; stranded theatrical companies troop up to explain that they cannot pay for their advertisements, but, on their return from New Zealand or Tahiti, will do so with interest; inventors of patent punkah-pulling machines, carriage couplings, and unbreakable swords and axle-trees call with specifications in their pockets and hours at their disposal; tea companies enter



and elaborate their prospectuses with the office pens, secretaries of ball committees clamour to have the glories of their last dance more fully expounded; strange ladies rustle in and say, 'I want a hundred ladies' cards printed *at once*, please,' which is manifestly part of an editor's duty; and every dissolute ruffian who has ever tramped the Grand Trunk Road makes it his business to ask for employment as a proof reader. And all the time the telephone bell is ringing madly, and kings are killed on the Continent, and empires are saying, 'You're another,' and Mr. Gladstone is calling down brimstone upon the British Dominions, and the little black copy-boys are whining like tired bees for more copy to feed the racing machines, and most of the paper is as blank as Modred's shield.

"A king or courtier or a community was going to die or get a new constitution, or do something that was important on the other side of the world, and the paper was to be held open till the latest possible minute in order to catch the telegram. . . . The thing that was keeping us back, whatever it was, would not come off, though the *loo* (the red hot wind from the westward) dropped, and the last type was set, and the whole round earth stood still in the choking heat, with its finger on its lip, to wait the event. I drowsed and wondered whether the telegraph was a blessing, and whether this dying man, or struggling people, was aware of the inconvenience the delay was causing. There

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Laying of first Atlantic cable.



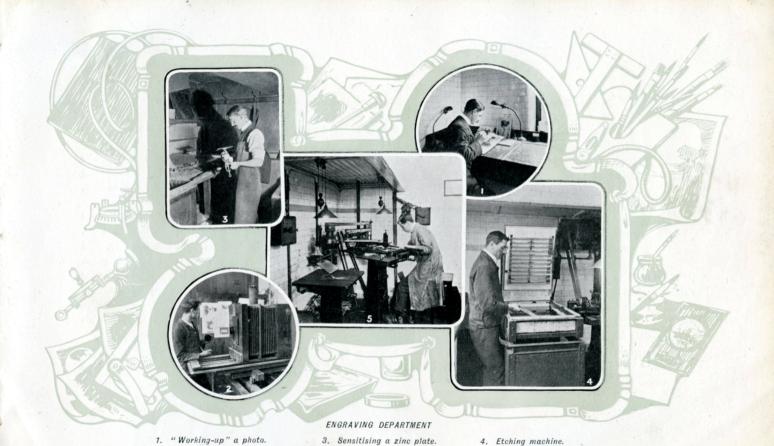
was no special reason beyond the heat and worry to make tension, but, as the clock hands crept up to three o'clock, and the machines spun their fly-wheels two or three times to see that all was in order, before I said the word that would set them off, I could have shricked aloud. Then the roar and rattle of wheels shivered the quiet into little bits."

Making allowance for humorous exaggeration and for the different conditions of newspaper production in England, this is not an overdrawn

picture of the things that occur in newspaper offices in this country. It differs only in details, not in essentials. In the history of journalism "Lloyd's Weekly News" occupies a memorable place, for it was the first penny newspaper published in this country. Its founder, Mr. Edward Lloyd, was, therefore, the pioneer of the cheap Press. Inspired at a very early age with the idea of starting a "free and independent" Press, he found himself handicapped with the fourpenny duty on each copy of a paper printed. In order to overcome this handicap he started a newspaper and issued it without the Government stamp. But he had reckoned without the law, and, as the result of legal proceedings, was soon compelled to abandon the enterprise. Still undaunted and determined, at any cost to himself, to maintain the agitation for unstamped newspapers, Mr. Lloyd established a monthly journal which bore no Government stamp. In doing this he believed that he was

acting quite within his rights, but the Stamp Office thought otherwise, and the new venture came to an untimely end.

In September, 1842, Mr. Lloyd embarked on still another and a



- 2. One of the large process cameras.
- 4. Etching machine.
- 5. Routing machine and saw.

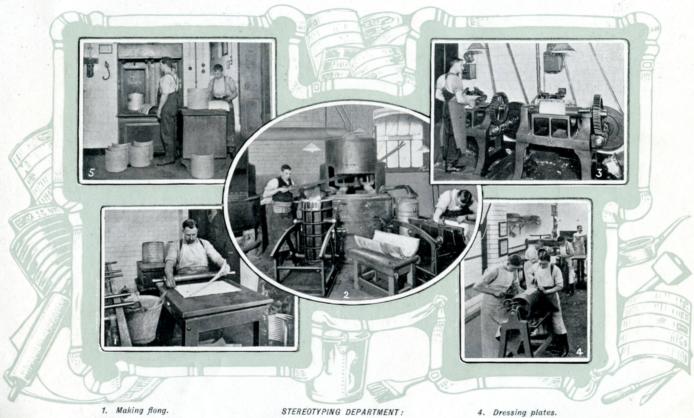
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greater enterprise. He began the publication of "Lloyd's Penny Illustrated Newspaper," the progenitor of the present day "Lloyd's News." It contained nothing which Mr. Lloyd regarded as news, its columns being filled mostly with reviews, selections from books, and other matter of a similar character. The Stamp Office officials, however, thought otherwise, and in December of the same year they issued an ultimatum to Mr. Lloyd to the effect that, as his papers contained what they considered to be items of news, he must either cease publication or stamp his paper in the usual way. The stopping of the paper was the last thing from Mr. Lloyd's thoughts, and he continued it as a twopenny stamped paper until January of the following year. He then enlarged it and raised the price to $2\frac{1}{2}d$, and later in the year again increased the size and advanced the price to 3d.

As the price of most newspapers at this time was 6d., Mr. Lloyd had to encounter a good deal of opposition from the newsagents, who believed they would not make sufficient profit out of the sale of a 3d. paper. Mr. Lloyd, however, had too strong a faith in a cheap Press to be deterred by trade hostility, and he persevered in the course he had mapped out for himself. Year by year, as the result of his enterprise, he saw the circulation of the paper steadily rise, and in 1855 the consummation of his labours was reached when the Government passed the Act abolishing the Stamp Duty, and thus established that "free and independent" Press for which Mr. Edward Lloyd had fought so long and so persistently.

The price of "Lloyd's News" was reduced to a penny, and its great popularity and enormous circulation date from that time.

HOW THE NEWS IS OBTAINED If the question were asked, "Where does 'Lloyd's News' circulate?" the proper answer would be, "Where does 'Lloyd's News' not circulate?" From the Orkneys to Cape



2. Casting plates.

STEREOTYPING DEPARTMENT. 3. Boring plates.

Dressing plates.
Sending plates to machine room.

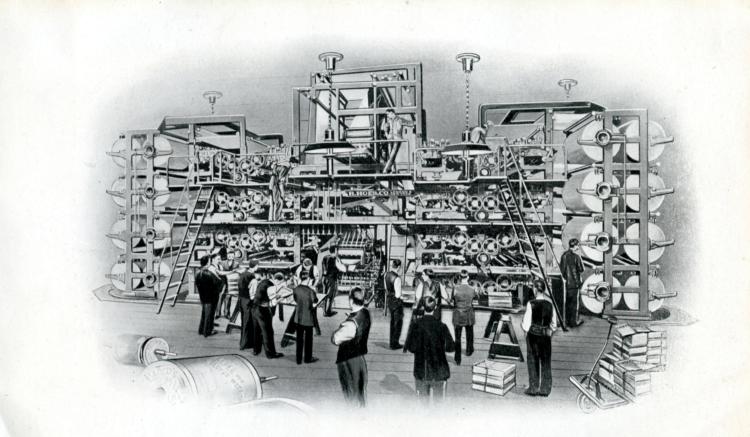
Horn, from London town to Cape Town, throughout England's Colonies and Dominions, and in the cities of its great Dependency, India; wherever, in fact, our brethren over-seas, although they have changed "their skies above them," still yearn for news of the Homeland, there "Lloyd's News" is read. It is, indeed,



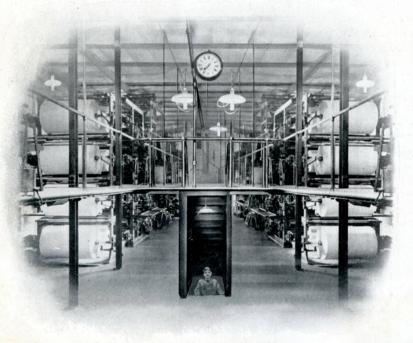
no exaggeration to say that in whatever part of the world Britons are to be found, whether they are willing immigrants, wandering exiles, or native-born, they rely upon "Lloyd's News" for their knowledge of the doings of all the world outside their own little share of it. For this great journal is in all essentials a daily, as well as a Sunday, newspaper. It contains the news of the week and the latest news up till midnight on Saturday. If anything of supreme importance occurs beyond that hour, a special edition is printed, a staff being kept on the premises until Sunday morning is well advanced, for the purpose of bringing out the paper.

"Lloyd's News" is essentially a journal for the family circle. The most scrupulous care is exercised over its contents, whether in the nature of news or special articles, and it may be taken into any home in the assurance that nothing in its columns will give offence, while it is certain that it will interest every member of the household.

The special articles cover a wide field and appeal to a great variety of interests. There are articles for the housewife as well as for the politician; for the clergyman and the layman; for the wealthy merchant and the working man. The suburban householder will find in the column of gardening notes much valuable instruction in the care of his bit of ground. Those about to engage in litigation can have sound legal



One of the double octuple machines upon which "Lloyd's News" is printed. There are seven of them. advice tendered to them free of charge. A weekly sermon by some well-known clergyman is a feature of the paper which is greatly appreciated by a vast circle of readers. There are book reviews for those who

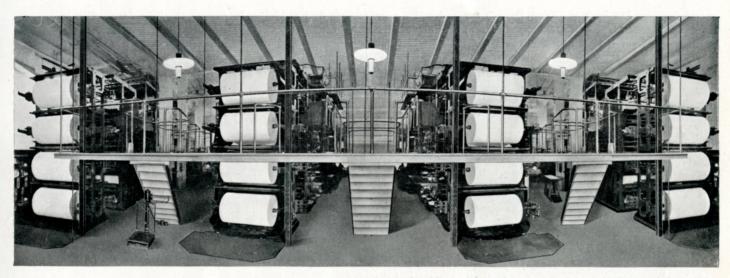


delight in literature, and notes and comments on the current events of the day.

These represent the more leisurely side of the work by the editorial staff and contributors.

There is, besides, one section of the paper which does not come strictly within the news category, but which the seeker after romance should never fail to study. This is the column given over to inquiries after lost and missing relatives. What a world of pathos, romance, tragedy, and occasionally mystery is here revealed? Here are inquiries after men and women who have vanished from the face of the earth in apparently the most unreasonable and inexplicable fashion. Parents ask for news of their wandering boys last heard of years ago in some remote and little frequented corner of the world. Brother is searching for sister and sister for brother—

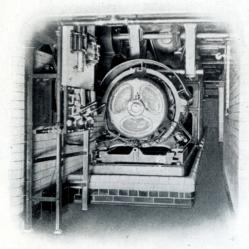
View of the mackine room.



End view of four of "Lloyd's" huge printing machines.

has been searching through the sad and weary years. And suddenly, in answer to a simple question in "Lloyd's News," comes the answer, and aching hearts are at rest and all is well in one little corner of the world.

Sometimes the answer does not come at all, for no answer comes from beyond the bourne of man's rest. But whether it comes, or does not come, this column of pitiful inquiries is an epitome of one aspect of English life and a commentary on the roving disposition of the sons of the "grey sea wife," who seek



adventure in the hazard of trackless ways all over the world, and leave only a memory behind them, to be enshrined in an inquiry in "Lloyd's News."

The busiest day of the week in the offices of "Lloyd's News" is Saturday, when the events of the day, from Pekin to Peru, have to be dealt with at high pressure and according to their importance and public interest. A significant diplomatic change in a foreign capital may mean an international crisis, and has to be recorded as well as a tragedy in humble life in some obscure village.

A certain amount of news is, of course, supplied by agencies, but a considerable quantity of it comes from local correspondents all over Great Britain and Ireland, and from special representatives in the leading centres of the world.

All day long on Saturday, from morning till midnight, telegraph messengers are arriving at the offices in Salisbury Square bringing the familiar orange-coloured envelopes, which are rapidly transmitted by means of a pneumatic tube service to the department concerned. These may contain the most trivial news; or, on the other hand, news that may shake a dynasty or change the fortunes of a statesman. Long reports have to be cut down without any point being omitted, and a mass of material sufficient to fill the columns of the paper several times over has to be gone through carefully so that nothing of interest or importance is missed.

In addition to the messages by hand, telegraph and ocean cable, much news comes to "Lloyd's" over the

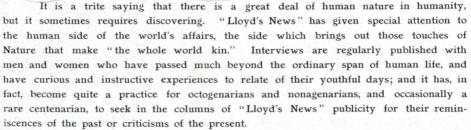


Printing machine delivery mechanism.



telephone. In one of the rooms of the building there is a private telephone exchange, and by means of this "Lloyd's" special correspondents all over the country are in touch with the office. If a message comes over the wire, which, although brief, suggests developments, the nearest correspondent is at once rung up and instructed to send full details either by telegram or telephone.

Then there are the special news articles, which are always an interesting and informing feature of the paper. Within recent years "Lloyd's" has broken fresh ground with articles dealing, either in the form of interview or narrative, with the lives of men or women whose career has been remarkable in some respect.



Its service of athletic and sporting news is an exceptionally full one, and is supplied by experts in the various outdoor games in their season, and by correspondents





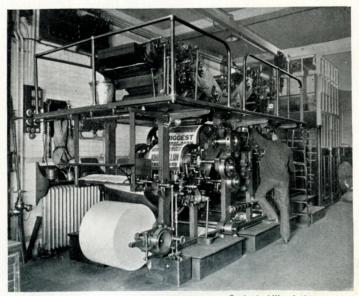
Receiving a late news item in machine room.

in every town and village in the country. Full reports of the leading football and cricket matches can always be found in its columns.

News comes to "Lloyd's" from every quarter of the globe, and every message is dealt with carefully and adequately, from the point of view of public interest and space value, by a staff of sub-editors. This is not always so easy a task as the reader who sees only the printed result may imagine. Occasionally there

are errors in transmission which distort the sense of an important telegram, and, if an official correction does not come later, some ingenuity and knowledge are required to secure the right interpretation.

At this point something should be said about the Library and Reference Department. This is a necessary part of the equipment of an enterprising newspaper. "Verify your references," a distinguished writer is reported to have said, and the axiom is of vital importance in the case of the journalist. A brief cablegram from the other side of the world announces the outbreak of a revolution, say, in one of the South American Republics, the sudden death of a great statesman, or the abdication of a king. The public desire more than the brief intimation, and it is the



Contents bill printing machine.

function of a journal like "Lloyd's News" to describe the events that led to the revolution, to recount the life and work of the dead statesman, and to comment on the results of the monarch's abdication.

For the verification of facts and dates "Lloyd's" possesses a very extensive Library and Reference Room. In the Library there are some 10,000 volumes dealing with every aspect of the world's activities. The most up-to-date encyclopædias and books of reference are to be found on the shelves, besides histories, biographies, complete sets of the official Parliamentary Reports extending over many years, and other indispensable publications. In addition, all the Parliamentary Blue Books and papers are stored there, each classified under its subject in such a way that it is instantly available when wanted. That, however, is not all. The daily, weekly and monthly papers published in this country, as well as the more important of the foreign papers and periodicals,



are diligently searched by the staff of the Reference Department, and everything that is likely to be of use for future reference is cut out and classified and placed in a "folder," which, again, is deposited in a deep drawer with a generic label. Thus, for instance, there are drawers devoted to "Labour," "Education," "Navy," "Army," and so forth. The folders in each drawer are sub-divided into many sections, each dealing with some particular aspect or branch of the general subject.

In this way a record is kept of everything that is going on in the world from day to day, and, if doubt arises on any point, it is possible to verify it with a minimum of trouble.

Chelsea Pensioners watching the printing of "Lloyd's."



Some of "Lloyd's" Cup-tie guests.

contribution of the skilled workmen. ' up in type.

MECHANICAL DEPARTMENTS

DEPARTMENTS exactly or completely as "the art of taking by pressure prints or copies in reverse of an original design coated with a pigment or ink." Here, again, as in the case of the manufacture of paper from wood, the Chinese seem to have had the start, for block printing and printing with movable types seem to have been practised in that country and in Japan long before these methods were known in Europe.

Printing has been described, not quite

An advanced stage in the production of "Lloyd's" has now been reached. The trees of Norway and Canada have been converted into pulp; the pulp has been brought to the paper mills at Sittingbourne in Kent, the finished paper has been conveyed to London ready for printing, and the news has been gathered from all the corners of the earth for presentation to the public in the form of a great Sunday newspaper.

The next step brings us from the strictly literary and

journalistic side of the work, back again to the The news has to be set



THE REPORT OF TH

To-day movable type, set by hand, is still largely used, but type-setting machines are also employed, and there is, in addition, the linotype, by means of which, as the names implies, a line of type is produced at a time. The linotype is a marvellous machine, and almost human in its movements, and thirty-eight are in use at "Lloyd's." When the printer receives the copy in bulk from the Editorial Department, he distributes it to various operators in the composing room in small portions known as "takes." This is done for the purpose of expeditious setting. With his "take" before him, the linotype operator rattles away at his keyboard, and soon he is ready for another. By this division of labour and machines

a whole column of "matter," in the form of linotype "slugs," may be produced in a few minutes. Briefly, the linotype is a machine

containing in a suitable magazine matrices of all requisite type characters. The matrices are composed of brass, which the operator at the keyboard in the first place assembles properly arranged in line form and spaced into words. The assembled matrices are conveyed into the casting position





1. Sending bundles from machine room.

2. Making up parcels of "Lloyd's News."

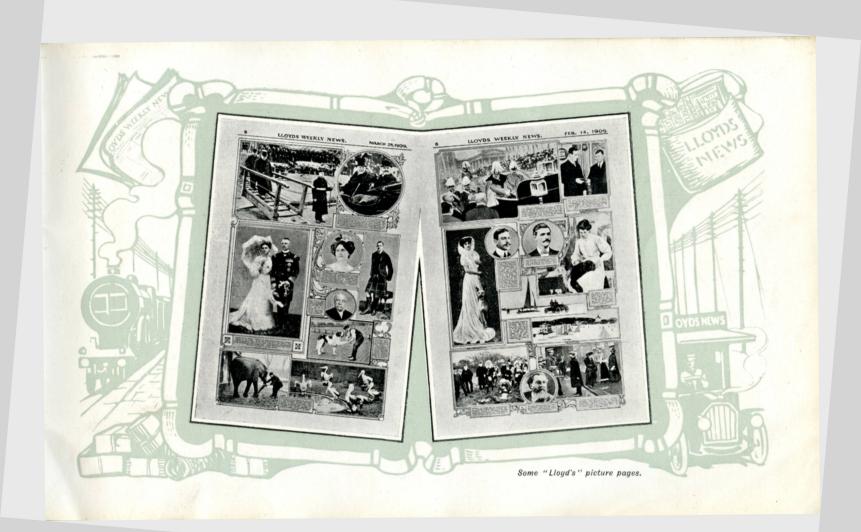
3. Dispatching the bundles.



in another part of the machine where a miniature foundry is brought into operation, and where lines can be cast at a speed of six per minute, all trimmed and finished as to height, length and breadth. Meanwhile, the operator is setting or assembling another line. The line just used is transferred to the distributing section, and each matrice and space bar is duly returned to its particular receptacle in the magazine, ready again for immediate use in response to the touch of the operator on the keyboard. The whole of the necessary operations take place quite automatically.

the prime movers being respectively the operator and an electric motor of small power. The lines, as set up, are handed to other workmen, who "make them up" into columns and pages. The scene in the composing-room of "Lloyd's News" at a busy time is exceedingly interesting. The compositors are setting up the "copy" by hand or by linotype, and it would seem impossible ever to get each separate "take" in its proper place in the column and page. But it is done, and soon the lines of type are made up into columns in shallow metal trays or "galleys"; the columns are made up into a page on the "imposing stone"—which, nowadays, as a rule, is not really a stone, but a plate of iron smoothly planed—and when the page is complete, it is "locked up," or securely fastened in an iron frame, called a "chase." It is then technically known as a "forme" of type.

One important detail must not be overlooked, every line of matter that appears in the paper has printed proof sheets taken from it to be read and corrected by the "readers" whose



business it is to detect errors of fact by the writers of the articles and reports, and typographical mistakes by the compositors. The complete pages are now ready for the stereotyper and they are quickly slid on a continuation of the imposing stone from the composing room to the adjoining foundry where papier mache moulds are taken of each flat page. Prior to the invention of the papier mache method, casts could not well be obtained other than in a flat condition similar to the parent "forme," but the flexibility of the papier mache mould, only about one-thirty-second of an inch in thickness, makes it practicable to cast curved plates in cylindrical casting boxes. As the mould or matrice may be used again and again, the page required can be produced in duplicate for numerous Rotary printing machines. It is only by this method that rapid production becomes possible. These moulds are inserted in cylindrical casting boxes and molten metal is poured in. The result is a stereoplate, or rather a number of plates-for, as stated, the same matrice serves for any number. In the case of "Lloyd's News," twenty-eight castings of each page are made-four for each of the printing machines. As each plate is cast it is bored or planed to an even thickness of seven-sixteenths of an inch, cooled, and dispatched by means of a rapid running plate lift to the basement of the building ready for the printing These machines represent, one would suppose, the last word in newspaper printing machines. machinery. Seven in number, they are known as Double Octuple Perfecting Machines, each being equal to sixteen single machines in combination. The motive power is electricity, and each machine has its own separate equipment, designed to regulate and control the speed by the simple movement of a small thumb switch. Each machine is composed of four principal parts : (1) the Motive Power; (2) the Paper Supply; (3) the Printing portion, and (4) the Cutting, Folding and Delivery portions. Rolls of paper, each from 4 to 41 miles long, are placed at either end of the machine in numbers as required, the printing portion proper

next, and the folding mechanism in the centre of the whole. After delivery from the machines the quires of papers are made up into bundles of five, each of 130 copies, and dispatched by a continuously revolving elevator to the Publishing Department on the Ground Floor.

Travelling at a peripheral speed of over 800 feet per minute, or, approximately, 250 feet per minute greater than the paper-making machine, the cylinders of each machine are capable of printing 55,000 copies per hour of "Lloyd's" up to thirty-two pages. This gives an output of 385,000 copies per hour for the seven machines. The capacity of each machine when fully equipped is such that it draws continuously from eight rolls of paper at one time, impresses the reading matter on both sides of the sheet, cuts, folds, counts into quires of 26 copies, and delivers them in readiness for dispatch without the intervention of any hand labour. That is a bald and simple statement of fact, but to realise the extraordinary nature of the task performed by these towering structures

let us examine them more closely. Each machine is overall about 50 feet long and 12 feet wide, and from the base of the driving gear underneath to the summit is over 27 feet high. The weight of each is about 120 tons, and each is made up of some 100,000 separate parts. When stationary they seem but a monster array of curiously shapen metals, yet, when set in motion by the lightest touch of the finger, they are each capable of printing in a finished state eight-page papers at the almost inconceivable speed of 220,000 copies an hour, or four times the capacity of the thirtytwo page size.



Let us make the statement in another way. Every time your watch ticks the machine turns out sixty-one copies of a newspaper of eight pages, and the seven machines together produce 427 papers in that space of time, so that in one hour the possible output is no fewer than 1,537,200 copies. For a four-page paper the printing capacity is, of course, double this amount or 3,074,400! "Prodigious!" as Dominie Samson might say if he had lived in these days. The speed of these machines is amazing, and their adaptability is great, for they can either print as few as two pages at a time or as many as sixty-four. They print thirty-two pages of "Lloyd's," cut them, paste them together, fold, count and deliver them with astonishing rapidity. To enable this to be done each machine must be attended by eighteen men, and be equipped with 128 stereotyped plates of the pages weighing in all about three tons; half a ton of ink must be placed in the reservoirs of each of the seven machines; and 100 composition inking rollers, weighing 5,000 lb. be used in evenly distributing this over the pages.

When running at full speed the hunger of the machine for paper is insatiable. In sixty minutes the paper it consumes, if drawn out in a single sheet the width of an ordinary page, would extend nearly 300 miles. In other words, the paper used by the seven machines in an hour would cover some 2,000 miles, so that one end might be in London and the other in St. Petersburg, leaving over enough to make a white pathway from London to Edinburgh. In about fourteen hours the seven machines would use 25,000 miles of paper, enough to put a girdle round the earth.

It would be impossible, however, to employ these amazing powers fully by the ordinary manual means of supply. Each reel of paper is approximately four to four and a half miles long, and when operating the machine at its highest capacity, eight of these rolls are required. To replace the reels, some



Reproductions of some famous "Lloyd's" contents bills.

special mechanical arrangement had to be devised so that the maximum efficiency during the working period might be obtained. An ingenious roll-carrier, in the form of a revolving turret, has been developed in the office of "Lloyd's News," and this has solved the difficulty. The turret carries eight rolls, or about 34 miles of paper, four of which are borne on the side next to the machine. At each end of the machine one of these turrets is erected, and the eight rolls required to work it are drawn from it in the printing process. When the supply of rolls on one side of the turrets is exhausted the machine is stopped, the turrets are swung round, the eight new reels are presented to the machine, the ends of the old and new sheets are glued together, and the machine is restarted after a delay of from two to three minutes. Then by means of hydraulic platform lifts, eight new reels are raised to the vacant places on the outside of the turrets, so that the next change may be as expeditiously carried out when it becomes necessary.

The method of applying the motive force is hardly less interesting than the printing machine itself. Each monster is driven by its own independent electrical equipment of 150 horse-power, geared directly to the machine and fixed in the sub-basement beneath it. There are two single 75 h.p. motors, either of which, together with a section of the machine, may be worked separately, while both motors may be worked in parallel to drive the whole machine.

Each motor has its own separate switchboard panel containing the necessary protective instruments, such as those for overload and no-voltage release, by means of which in any interruption of the supply of current, or overloads arising from heated journals, or from other causes, both the machine and the operators working it are protected from injury.

The system of operating and controlling the speed of these machines by single motors only, which



has been developed in the office of "Lloyd's News," is very ingenious, and, though it may appear somewhat complex to the non-technical observer, possesses great advantage in the saving of labour and time and in smoothness of operation. Each machine can be moved a fraction of a turn of the printing cylinders, and can be moved and operated at a constant speed for feeding in the paper and also maintained for indefinite periods at any point up to the maximum speed.

And this is done entirely at the will of the operator by means of a small thumb switch.

These are some of the marvels to be seen in this astonishing establishment. When all these mighty machines are at work, whirling the flimsy sheets, with an almost musical clangour, into millions of printed newspapers, the spectacle is probably the most impressive illustration the world has to offer of man's power over matter. To the casual observer it appears wonderful that the copies ever reach their destination complete or unsoiled. Yet only by such powerful means as these is it possible to place "Lloyd's News" in the hands of its million-and-a-half readers in all parts of the world.

It is worthy of remark here that the development of the Rapid Rotary Newspaper Printing Machine

has coincided with the development of "Lloyd's News." When the circulation of "Lloyd's News" had assumed dimensions which severely taxed the resources of the proprietor and the mechanical appliances of

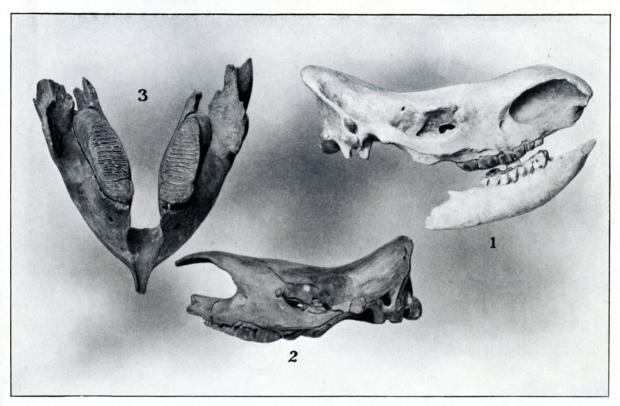


the day, the late Mr. Edward Lloyd successively introduced the six and ten-feeder Hoe Sheet-fed Printing Machines and the Two-Cylinder Perfecting Single Feeder. Then about 1874, the first open delivery Hoe Machine was introduced which printed from the endless roll or web of paper. When the double supplement type of machine with folders was introduced about 1887, the eight machines then installed were the first of this type that were used in England. About 1895, the 3-roll single type of machine was introduced. In 1901 the first 3-double width roll or Sextuple type of machine was introduced. This was the first started in this country, and in 1902 a further order was placed for the present battery of seven 8-roll double width machines. These were a distinct advance upon anything at that time conceived or built; and they have stood for several years as the largest equipment of their kind in this or any other country. It may be mentioned that the machines are so arranged that additional printing sections, or "decks," may be added when necessary, thus further increasing the capacity.

Punctuality is an essential condition to the production of a paper like "Lloyd's News," and in order to secure this, over twenty clocks are connected on the Synchronome system, and a time signal is passed through to the master clock from Greenwich Observatory every hour.

It will be gathered, too, from this account that the work in this as in some of the other departments is peculiarly trying, but the most thoughtful arrangements have been made by the proprietors for the comfort of the staff.

We have now seen how the news is set-up in the composing room and printed on the machines. Something remains to be said of the illustrations, in the development of which for rapid newspaper printing "Lloyd's News" is generally acknowledged to have taken a leading part.



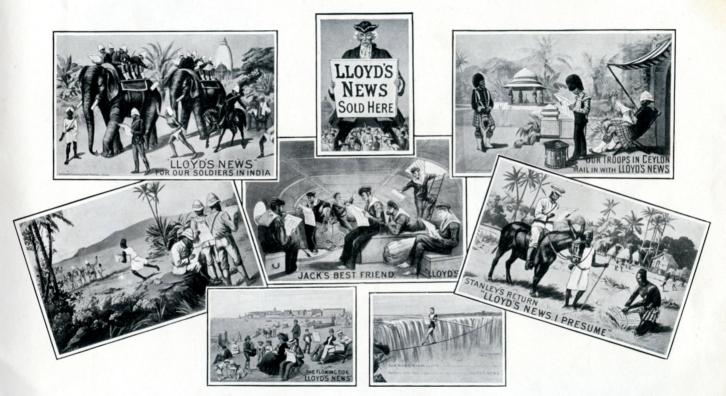
PREHISTORIC REMAINS DISCOVERED IN THE REBUILDING OF "LLOYD'S NEWS" OFFICES.

1. Skull and lower jaw of the Woolly Rhinoceros (Rhinoceros tichorhinus). 3. Lower jaw of a young Mammoth (Elephas primigenius), with the first and second molar teeth in wear.

2. Skull of a young Woolly Rhinoceros (Rhinoceros tichorhinus). The milk teeth were still in wear, and the septum of the nose (see fig. 1) had not yet become bony.

In no department of newspaper production has the march of science been more triumphant than in that of illustration. Less than a decade ago, only the high-priced weekly papers were illustrated, and the illustrations were all wood-engravings. From the artistic point of view they were admirable, but the process of drawing and engraving occupied days, and was quite unsuitable for a paper like "Lloyd's News," which frequently illustrates important events within an hour or so after their occurrence. The photographers and the photo-engravers bring about this result. "Lloyd's News" employs its own staff of photographers, who are ready to proceed at a moment's notice to the scene of any occurrence which it is desired to illustrate, such as a colliery disaster, a shipwreck, or any of the ordinary events of the day. When the photographer returns, his plate is developed in the dark room, and the picture is then handed over to the process engraving department, and one of the operators there proceeds to make from it a half-tone negative. This is done by interposing between the sensitive plate and the lens of the camera a ruled network of lines called a screen, which breaks up the picture into minute dots, suitable for typographic or relief printing.

The negative is next developed, fixed and intensified, and it is then ready for the photographic printer, who dries it, rules it up to a given size, and places it in a printing frame with a zinc plate—the plate first having been prepared by coating it with a light scnsitive solution—after which it is exposed for a few minutes to a powerful electric light. The picture is then developed by washing the plate in water until the unexposed soluble portion is washed away. Next the metal print is dried and burnt-in over a gas stove for the purpose of forming an acid-resisting surface, and the back and the margins of the plate are protected with a shellac varnish. It is then placed in a bath of nitric acid, which bites away the unprotected metal and



Reproductions of some well-known "Lloyd's" posters.

produces the finished etching. Formerly, the etching was done in somewhat clumsy fashion by putting the plate in an earthenware bath, which was kept in constant motion by boys. An improved bath, mechanically operated by electric motor, is now used, with more satisfactory and speedier results. Next the plate is bevelled and proved, and then mounted on a metal base to make it "type-high," that is, the same height as the type used in printing the paper.

Although this may seem a lengthy and slow process, it is in reality a very rapid one. From the moment the photographer's negative reaches the editorial office, until it becomes a metal block, ready for printing in the paper, a space of not more than forty minutes elapses.

The paper has now been printed and it remains only to place it before readers. This is done by the Publishing and Publicity Departments. It is no light or easy task to distribute so vast a quantity of papers over so wide a region, for the civilised world is "Lloyd's" province.

DISTRIBUTING The first stage in the process of distribution is the transfer of the newly printed papers, fresh from the machine, to the Publishing Department. This is done in a series of lifts from the basement to the ground floor. Arrived there the papers are seized by an army of able-bodied men, who handle the bundles with astonishing rapidity. Some idea of the enormous mass of papers with which the packers have to deal may be gathered from the fact that they weigh 250 tons, and, if placed lengthwise, would extend for 5,000 miles. Twenty miles of string are used in tying up the parcels, and when this is completed the papers are ready to leave Salisbury Square. With each parcel a number of Contents Bills are enclosed. These bills are an important feature of the publicity system as they are an index to the leading contents of the paper. The bills are printed from two Rotary machines specially designed for this work.



Throughout London the distribution is made to the wholesale agents by means of a service of fifty fast motors and horse-drawn vans. To the provincial centres special trains run north, south, east and west, and in some of the large towns motors are waiting for the trains and at once dash off with their consignments to the newsagents.

Occasionally it happens that a parcel for the provinces misses the train in consequence of the paper being held back for important late news. For such an emergency special high-speed cars always stand by in Salisbury Square, and when the edition is ready carry the papers to distant towns.

Scotland is served by agents who receive their parcels by train. To the Channel Islands "Lloyd's News" is conveyed by steamer, which picks up the bundles at Southampton. Ireland receives large consignments by boat, and great quantities are sent from Dover across the Channel to those Continental cities and towns in which there is an English Colony.

Of all the means of distribution, the motor boats, which supply the Fleets, provide the prettiest and most picturesque sight. In the Solent, Hamoaze, Southampton Water, Portsmouth Roads, wherever, in fact, British war vessels are anchored, these bustling little boats are at work taking copies of the paper to the crews. Apart from its general excellence as a newspaper, "Lloyd's" makes a strong feature of naval intelligence and is, therefore, extensively read by our sailors.

The moment one of the motor boats is seen approaching a wall-sided battleship—looking ridiculously insignificant by the side of the monster—the cry is heard, "Come alongside, 'Lloyd's,' you're a welcome visitor."

As our soldiers when in camp are to all intents and purposes cut off from the world, a special distributing service has been organised for their benefit, so that they may not be deprived of their favourite journal. It is

an exhilarating sight to watch the soldiers scramble for the paper; they might be storming a breach.

It might be thought that no part of the United Kingdom had been neglected in this extensive system of distribution, but there are hundreds of villages that are without a train service on Sunday. In order that these may not go without their supply of "Lloyd's News" carts are employed to convey the paper from the nearest station at which a train stops.

For the convenience, also, of travellers who are crossing the Channel on Sunday, boys go over on the boats from Dover and sell copies on the passage. Altogether, there are some 30,000 agents throughout the country engaged in the distribution of "Lloyd's News." In remote districts, where the facilities for intercommunication are few, some of these agents go their rounds on horseback or in donkey carts, and where a tiny village only has to be supplied, the agent may mount his bicycle and carry his parcel strapped on his back.

And now we have traced the production of "Lloyd's Weekly News" "from the Forest to the Fireside." Lord Morley of Blackburn, himself a journalist and an author of distinction, has been credited with the aphorism that "journalism is literature in a hurry." That is a true saying. The work of the journalist has certainly to be done in a hurry, but it must also be done with a due sense of responsibility. It has been said that "the pen is mightier than the sword," and history has shown that it is mightier in this sense that it can draw the sword from the scabbard. The power of making or unmaking laws, which once was vested solely in the monarch, and later in a few great leaders of men, has now passed by right of inheritance to the people, and the people's mouthpiece is the popular newspaper. The responsibility resting upon the conductors of such a journal as "Lloyd's News," with its enormous circulation and its wide popular appeal is, therefore, very great, but it has never been shirked. Alike in its news and in its editorial

columns, "Lloyd's " has striven to hold the balance fairly, criticising where necessary, but not seeking to inflame passions by violent and unreasonable comments.

"The Paper Duty is gone," said Mr. Gladstone on a memorable occasion, and added, "For the full results of its removal men must wait till we and the nineteenth century are gone." Both are gone, but it is doubtful if Mr. Gladstone, when he abolished the paper duty, anticipated that it would have such far-reaching results as the production for one penny of a journal so varied and complete in its contents and so extensive in circulation as "Lloyd's Weekly News."



SIR JOSEPH CAUSTON & SONS, LIMITED, LONDON.



