

LLOYD'S WEEKLY NEWSPAPER.

THE ROMANCE OF A DARING JOURNALISTIC VENTURE.

By a Veteran Member of the Staff of "Lloyd's."

AMONG English weekly papers, *Lloyd's Weekly News* enjoys the largest circulation. From the offices in Salisbury Square, Fleet Street, each week there go forth at the present time, including the Colonial editions, more than a million-and-a-quarter copies.

The story of the rise and progress of the paper is a deeply interesting chapter in the history of modern journalism. *Lloyd's*, considering the aim of its founder, started under extraordinary difficulties. Mr. Lloyd's object was to let the masses have a newspaper at a price within their means. Ten years before it started — 1842 — his task would have been impossible.

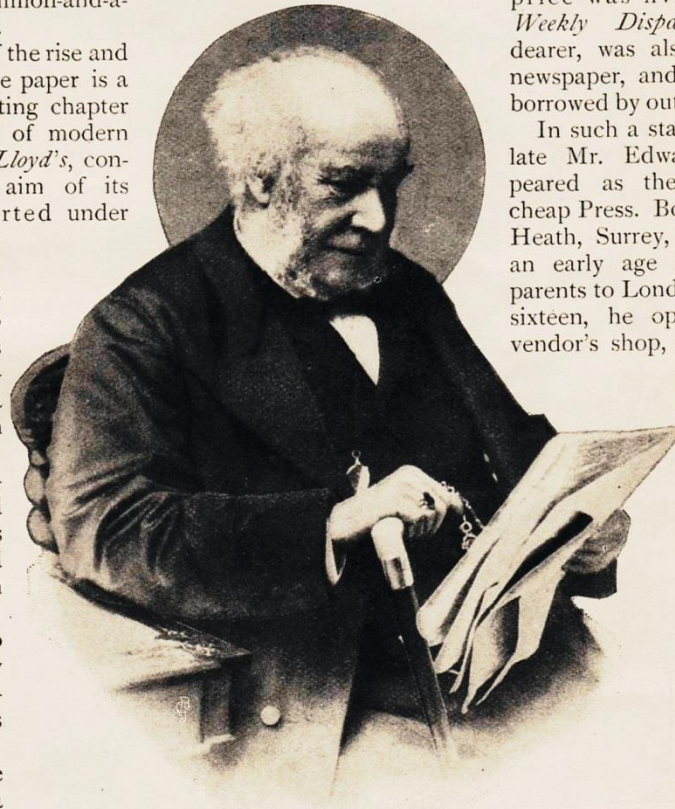
Prior to 1833, the duty on advertisements was 3s. 6d. each. Until three years later, a duty of three-pence was levied upon every pound of paper manufactured; and the stamp upon each newspaper was fourpence. By the action of the reformed House of Commons, 1836, the taxes on knowledge had been reduced, but were still so oppressive as to make the daily or weekly newspaper

an expensive luxury. If a person of humble means wanted to know what was going on in the world, he would have to go to a public-house and borrow the *Morning Advertiser*. It consisted of four small pages, and its price was fivepence. The *Weekly Dispatch*, a penny dearer, was also a publican's newspaper, and it used to be borrowed by outside customers.

In such a state of things the late Mr. Edward Lloyd appeared as the pioneer of a cheap Press. Born at Thornton Heath, Surrey, in 1815, he at an early age came with his parents to London. When only sixteen, he opened a news-vendor's shop, and soon afterwards

ventured on becoming a publisher of miscellaneous literature. His leisure of an evening was devoted to study at the old London Mechanics' Institution, now the Birkbeck Institution. Becoming proficient in shorthand, he issued a booklet on the subject. The

explanatory type was set up by another, but young Lloyd printed it at press with his own hands, writing in the symbols, and later carrying round the little volumes for sale. After some years' experience as a publisher of popular original fiction, song books,



Mr. Edward Lloyd, founder of *Lloyd's Weekly Newspaper*, etc.

almanacs and cheap reprints, the idea of establishing a cheap weekly newspaper for the working classes took possession of all his energies.

The first number of *Lloyd's Weekly News* appeared on Sunday, November 27th, 1842.

It was illustrated, the price twopenny, and proved itself the herald of the cheap popular Press. The opening address gave no uncertain sound, and savoured of independence and courage.

"We own no Party but our country. We have no yearnings but for its prosperity. Our ruling principle is 'measures, not men.' While we 'render unto Cæsar the things that are Cæsar's,' we shall not lose sight of that emphatic sequence 'and unto God the things that are God's.' Neither anarchy nor infidelity will ever find us ranged under its banners. While we accord the

The policy thus announced has been faithfully followed and remains as much intact as when first declared more than sixty years since.

Changes were made with the eighth number, in January, 1843.

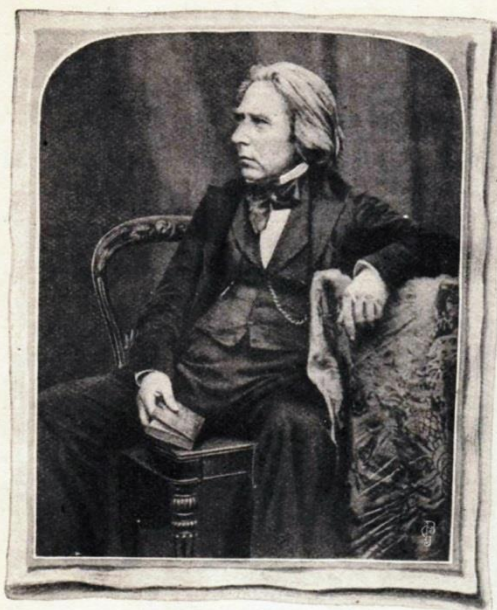
Pictures were abandoned, the price was raised to twopenny halfpenny, and in the autumn of the same year became threepence. Temporarily the founder had to bend beneath the shackles of the Press. But his spirit of enterprise grew stronger under all exaction and disadvantages. Great powers of ingenuity and sleepless practical ability were called into action to make the newspaper known. Twenty-five carts, with a couple of bill-stickers to each, were sent out far and wide for advertising. An old man of the firm said: "I was constantly supplying them with material, six



The first number of *Lloyd's*. It was issued at twopenny and contained numerous illustrations.

meed of heartfelt admiration to the patient endurance of the struggling millions, and shall ever be foremost to cast our mite of zealous exertion into the scale of public opinion on their behalf, we will not advocate their errors, nor palliate their shortcomings."

feet sheet bills for rocks in Wales and other steep places, long slips for five-barred gates, and strips for their posts." Mr. Lloyd introduced the pictorial poster. One of the most striking, at a much later date, was Blondin walking his rope over Niagara Falls



Douglas Jerrold, the famous editor of *Lloyd's* from 1852 to 1857.

with the words below : "There is no country where English is spoken, and I have performed, but I have found *Lloyd's Newspaper*." Nor was journalistic ability overlooked in the conduct of affairs. The first editor was Mr. Ball, the original "Censorius" of the *Dispatch*. He was succeeded by William Carpenter, author of *The People's Peerage*, a most able writer on the "Condition of England Question." General Perronet Thompson, the great authority of the time on political economy, became a constant contributor. The once well-known George Glenny looked after the gardening department.

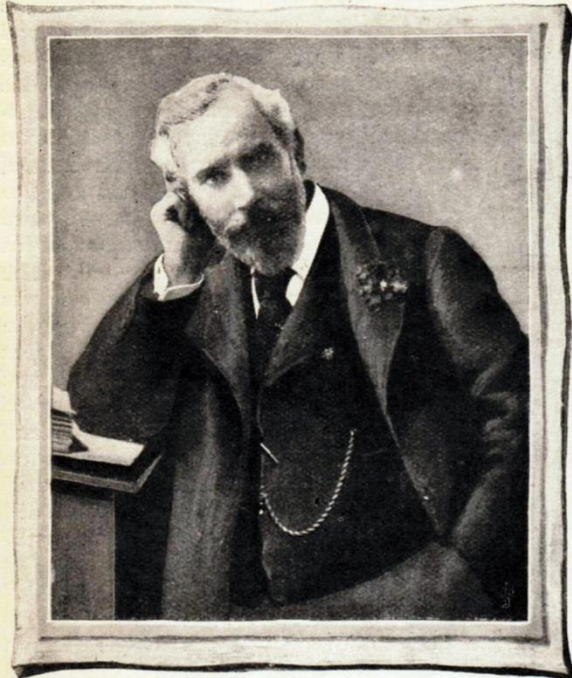
Great advance during ten years in circulation and advertisements induced Mr. Lloyd to take a bold step for the purpose of extending the popularity of his paper. In 1852, the proprietor applied to the celebrated Douglas Jerrold to become editor. Not because he was merely brilliant as a literary man, but in addition a

practical journalist. Jerrold had served his time to printing, partly gained his livelihood in journalism, and a few years prior had established a weekly newspaper bearing his own name. Its high price, 6d., and great intellectual quality kept back success. Mr. Lloyd thought a combination of ideas with those of Jerrold might be specially advantageous to further success. His reply was lukewarm. It was to the effect that he must consult his friends on *Punch*. Mr. Lloyd waited. The wit, however, found time to call. There was hesitation in his manner. "Well," said the proprietor, "you are not disposed to accept the post."—"Scarcely."—"Mr. Jerrold, you are unaware of the terms I was going to propose."—"Quite."—"A thousand a year."—"Oh! that puts another complexion on the case. I'll see you again to-morrow." Jerrold kept his word. "Have you decided?"—"Just one little matter only, Mr. Lloyd."—"What is that?"—"Can you make it twenty pounds a week?"—"Certainly," was the prompt reply.

The author of "Mrs. Caudle's Curtain Lectures" remained editor of *Lloyd's* until his death in 1857. Jerrold wrote eloquent and convincing articles in favour of popular education and of everything advancing the industrial interest and social "betterment"

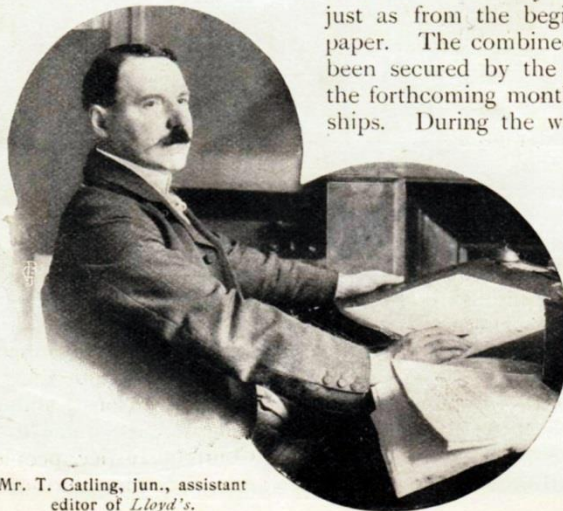


Mr. Thomas Catling, the present editor of *Lloyd's*.



Mr. Frank Lloyd, chief proprietor of *Lloyd's Weekly Newspaper*.

of the masses. Many of his book reviews were very able, like those of Mrs. Adolphe Smith, a grand-daughter, some years afterwards, and the extracts must have been a boon to lovers of literature with scanty means. An appreciation of Wellington by him, added to a most graphic description of the great warrior's funeral, gave impulse to increased circulation. Another extremely powerful factor to it was a perfect epitome of the week's news, home and foreign alike. Ingenuities in advertising were also promoted. Copper coins were stamped with the announcement that "*Lloyd's* could be had of all newsvenders for threepence." An Act of Parliament was then passed prohibiting such defacement of the "brown money."



Mr. T. Catling, jun., assistant editor of *Lloyd's*.

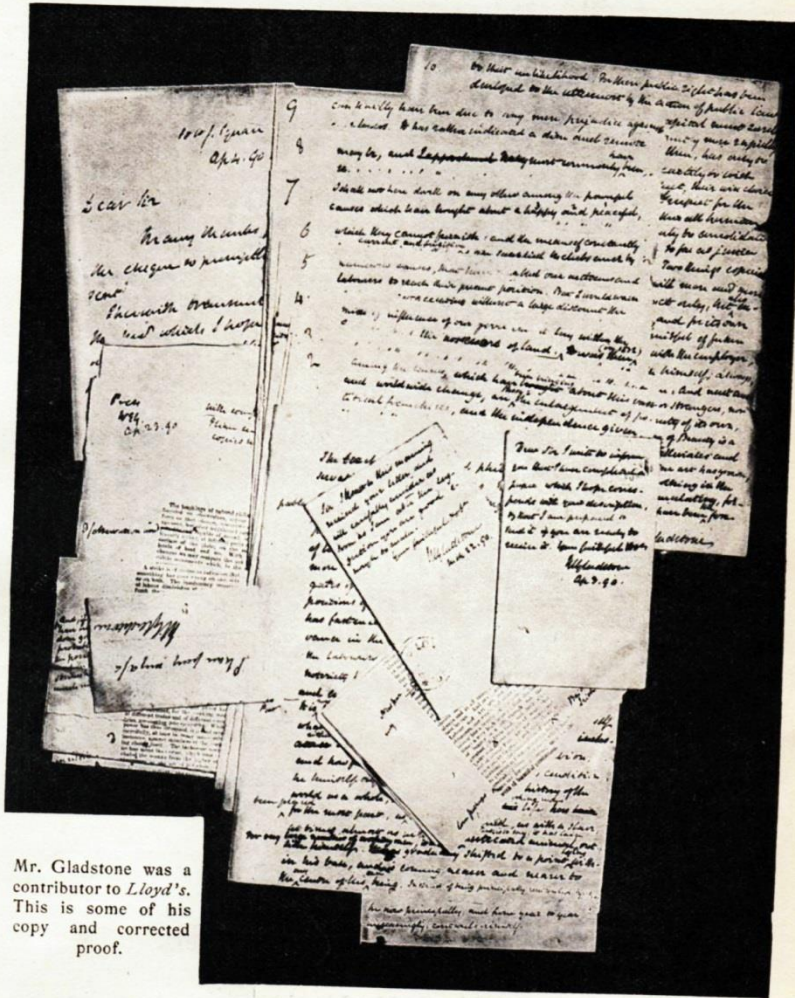
A thin gummed label with the same inscription, after the suppression of "the defacement," was substituted, and pennies and halfpennies so covered went forth broadcast.

Mr. Blanchard Jerrold, who wielded a clever and accomplished pen, succeeded his father editorially. He was often a resident on the Continent, and intimate with the latest foreign intelligence. Before his father's death the literary element had been much strengthened. Horace Mayhew, Sidney Blanchard, son of Laman Blanchard, Douglas Jerrold's bosom friend, and whose biography Bulwer Lytton wrote, had been respectively dramatic critics. The late Mr. Jonas Levy had preceded them in that capacity, but concentrated his pen, later, on "Answers to Correspondents," chiefly legal. He had undertaken the work in the early history of *Lloyd's*, and continued it until his death a few years since, winning the soubriquet of the "People's Lawyer." Mr. Hepworth Dixon and Mr. Charles Knight had also contributed. On the death of Mr. Blanchard Jerrold, in 1884, Mr. Thomas Catling, who had been sub-editor from 1866, was appointed his successor.

Mr. Catling became connected with *Lloyd's* in 1854, as a compositor; and his first sight of the proprietor was ever impressed on his memory. Mr. Lloyd was working at high pressure getting out extra editions to contain lists of the killed and wounded at the battle of Alma. For *Lloyd's* was the soldiers', just as from the beginning the sailors', paper. The combined constituency had been secured by the list of stations for the forthcoming month of regiments and ships. During the war with Russia relatives and friends eagerly sought the paper. The old mother in Cornwall feverishly watched it to learn whether her son had been ordered off for the Crimea; and many a girl throbbed with curiosity to know if her sailor

sweetheart's ship had gone to the Baltic. The young compositor's experience of newspaper production grew wide-reaching, and all through practical. Master of Caxton's craft, afterwards reader and corrector, he was subsequently advanced to the sub-editorial room and often sallied forth as reporter. The recollections of Mr. Catling teem with interest, notably when he was eager to obtain "first news," as in his younger time he had been indefatigable in printing it. In December, 1861, the Prince Consort fell grievously ill. A late bulletin on a Saturday night spread great alarm. Mr. Catling determined to obtain a later report. The last train took him into Windsor just after eleven. The journalist approached the Castle and sought the sentry. He was in tears, and could hardly speak. Prince Albert was no more. At the castle some little information was afforded, but any effort to send a message from there proved unavailing. Its wire was only for royal use. The visitor, aided by a policeman, set off for the clerk of the Eastern and International Telegraph Company. Illness was pleaded as a reason for not leaving his bed. Mr. Catling would not accept the answer, showed the grave nature of the situation, and obtained his object. A brief communication went along the wire: "Prince Albert is dead." On the Sunday morning, ahead of other newspapers, appeared the first public news of

the melancholy event. Years afterwards, in May, 1882, Mr. Catling was present at High Beech when the late Queen Victoria declared Epping Forest free to the use of her people for ever. Tragic contrast came on the night of the same day when the sub-editor, reporter on the afternoon, had to deal with the sudden news of the murder of Lord Frederick Cavendish and Mr. Burke in



Mr. Gladstone was a contributor to Lloyd's. This is some of his copy and corrected proof.

Phoenix Park, Dublin, and all its ghastly details. A year after Mr. Catling became editor he was the means of bringing to light the whereabouts of a child, Eliza Armstrong, who had been mysteriously abducted from her family. It was traced home to the perpetrators in a Court of Justice, people who from mistaken zeal and much erroneous information had

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LLOYD'S WEEK

SERIOUS ILLNESS OF THE PRINCE CONSORT.

WINDSOR CASTLE, Friday.
A bulletin of the health of the Prince Consort was issued this day:—
"His Royal Highness the Prince Consort passed a restless night, and the symptoms have assumed an unfavourable character during the day."
"JAMES CLARK, M.D.
"HENRY HOLLAND, M.D.
"THOMAS WATSON, M.D.
"WILLIAM JENNER, M.D.
"Windsor Castle, Dec. 13."

SATURDAY, 2 A.M.
Between one and two o'clock this morning, the Prince of Wales left the South-western railway terminus by special train, a message having been received by the prince that his presence was required at Windsor castle.

WINDSOR, SATURDAY MORNING.
We are happy to state that an improvement has taken place in the state of his royal highness the Prince Consort.
The immediate cause of alarm has passed away, and hopes may be entertained for a favourable issue.

WINDSOR, HALF-PAST FOUR.
The Prince is in a most critical state, and the physicians who are in attendance upon his Royal Highness state that another hour will decide whether he lives or dies.
A special service has just been held in St. John's church for the purpose of offering up prayers for the restoration of his Royal Highness's health.
The greatest excitement prevails in the town.

WINDSOR, HALF-PAST FIVE.
There is no change in the Prince's condition. He is reported to be neither better nor worse. It is impossible at present to say what may be the result.
Four physicians are in attendance.
We understand the Duke of Saxe Gotha and the King of the Belgians, also the Princess Royal (the Crown Princess of Prussia) have been apprised by telegraph of the turn the prince's malady has taken.
The Earl Russell, Lord Palmerston, and the Duke of Newcastle, sent to Buckingham-palace early this morning to learn how the prince fared, and the calls of the foreign ambassadors and personages of rank have been very numerous.

DEATH OF THE PRINCE.

WINDSOR, Saturday Night.
The Prince Consort expired shortly before Eleven o'clock.

THE ALDERSHOT MURDER.
On Friday, Miss Jackson, mistress, a private in the 7th H. Cheshire, was shot at Aldershot.

Lloyd's Newspaper gave the first news of the death of the Prince Consort.

carried away the child to a foreign country on the supposition she was under immoral influences. The offenders were punished and damages obtained. The amount put under the control of the Court of Chancery became payable to Eliza Armstrong on coming of age. It was owing to Mr. Catling's sagacity in apprehending the details of Mrs. Armstrong's story on her calling at the office, and the promptitude with which he had the clue followed that the full disclosure was made. This and other remarkable events associated with *Lloyd's*, and in which Mr. Catling was the

prime mover and promoter, not only increased the circulation, but took the newspaper into circles of higher social status than that for which it had been originally intended.

The new editor became a man of mark. This is seen in the late Mr. Alfred Bryan's numerous sketch of circumstances connected with the founder and the editor in *Moonshine's* "Days with Celebrities." Mr. Lloyd, elated at a weekly circulation of 600,000, thinks they must make for a million. A toiling mother declares she would as soon go without the Sunday dinner as the Sunday newspaper. Mr. Catling is seen at the theatre with John Toole; and in another with a suspect in the police cell. It was quite representative of Mr. Catling's varied and enterprising editorial work in those days.

Another singular incident demonstrating the popularity of the paper occurred at the office by the advent of a detective, and a notable one, from Scotland Yard. It was the time of the dynamite outrages. The official presented a photograph which had been taken at headquarters. It was the portrait of Cunningham. "Try and put it in the paper," said the detective. Mr. Catling pleaded innovation. "Never mind, sir," responded the Inspector Bucket of the occasion, "it may help us. *Lloyd's* goes everywhere." The photo was somewhat blurred, but Mr. Bryan made a drawing from it which was inserted.

Lloyd's from the beginning introduced features unknown in other papers. Mr. Catling has continued to work on this line. His introduction of inquiries for "Long Lost Relatives" was a happy thought, which grew out of a pathetic incident, the record of which reached him from America. A young Englishman going into a small town was accidentally drowned on the night of his arrival. On overhauling his effects a local photographer found two portraits, one of an elderly woman. With the kindly intention

APRIL 25, 1886.

TT. INQUIRIES FOR LONG-LOST RELATIVES.

Letters asking the aid of *Lloyd's* to make known the earnest desire of many anxious parents to hear from sons and daughters scattered abroad continue to be received; and with them come a large number of inquiries from other relatives. With some of them, such as those referring to husbands who appear to have purposely disappeared, it is impossible for us to deal. A few do not give sufficient particulars, and others seem hopeless. In the latter we may surely include the inquiry for a sister—"Caroline Pitt, who left England for Australia in 1840"; that being all the information given. Another strange case goes back twenty-three years:—

SARAH JONES, late of Ely, Cambridgeshire, England, sailed from Port Jackson, Sydney, Australia, in March, 1853, bringing with her two daughters to this country. Her husband remained behind, with the understanding that he would follow her home at an early date; but nothing has since been heard of him.

A correspondent writes from Ohio, North America to ask for the address of "Valentine Hose, barber, or his son Lewis, last heard of in Clerkenwell." Save with letters from abroad, we cannot undertake to inquire for any but near relatives, and applications respecting persons supposed to have left money in Chancery must remain unnoticed. In the following list all the essential particulars are extracted from the letters, many of which are of a very rambling kind. Any particulars respecting the missing persons sent to the Editor of *Lloyd's News* will at once be forwarded to the parties inquiring.

PARENTS AND CHILDREN.

J. H. BAILEY, painter, who, in the last letter received by his mother, dated Feb. 7, 1883, gave his address, Los Angeles, California. He had been in an asylum through an injury to his head, but said in his letter, "A gentleman took me into his family, and they are very kind to me."

ARCHIBALD BAILEY and wife went to Australia in 1857 and were last heard of in 1870.

The column of enquiries for missing friends has long been a feature of *Lloyd's*.

of discovering the dead man's relatives, he copied these photographs and sent them on to *Lloyd's*. What followed is told in the issue of February 18th, 1877:—

Last week there appeared in *Lloyd's* a brief account of the drowning of a young Englishman, sent us by Mr. Wheeler, photographer, of Richford, Vermont, United States. There was no clue to his identity, save that he had stated the night before his death that his name was Henry Preston, and spoke of living near Holborn, London. After the lapse of two-and-a-half years from the fatal occurrence on June 28th, 1874, Mr. Wheeler wrote begging us to publish particulars for the sake of easing the minds of his friends, if possible, and enclosing copies of two worn photographs. The letter was printed in *Lloyd's* on Sunday, and Monday morning brought the sorrowing mother of deceased to our office with facsimiles of the portraits. The young man had been in America for about a year before his death, the sudden news of which was a great grief to his mother and other relatives. But they expressed their heartfelt thanks to the American gentleman who took so much kindly trouble to send the information to *Lloyd's*.

Now and again other inquiries of a similar character were published, and the Armstrong case doubtless gave added zest to readers desirous of information of relatives and others separated from them and of whose whereabouts they were ignorant. A farmer in one of the home counties was so overjoyed at hearing of his son through the paper that he placed any kind of his produce at the option of the proprietors—a pig, poultry, fruit, butter or eggs for a year.

So numerous did the inquiries become that Mr. Catling resolved to make them a regular feature. So on April 25th, 1886, appeared the first headline "Long Lost

Relatives." It appears regularly. Anything touching on "next-of-kin, or notifications that persons last heard of in such a place by writing to such a person will hear of something to their advantage," are quite excluded. The motives in originating the inquiries had had their source in a sense of kindness and utility.

It can easily be inferred the happiness and satisfaction that have come to the hearts and homes of many long severed from relatives and friends. Some of the descriptions are often odd and quaint. A person wrote that a son left London for Toronto, was last heard of from Buffalo in 1872, and might be known by the figure of the Saviour on the Cross tattooed on



—was thus reproduced in *Lloyd's Weekly Newspaper*.

one arm, and a sailor on the other. A lady in Islington begged for information about her son, an actor, who had gone to America. Some months afterwards an answer was sent stating the young man suffered a long and painful illness and had passed away. But, it was added, he had been affectionately tended and nursed and laid to rest by his professional brethren and sisters at Rochester, U.S. A clerk in the Post Office corresponded concerning a brother, a civil engineer who, eleven years before, had emigrated to New York. The writer stated that the missing relation was devoted to violin playing. A few months afterwards the brother in London received the violin from a farmer in Wisconsin. Its player had been unfortunate, taken to itinerant playing, and had died at the farmer's house. He said he had not the heart to keep a family relic.



The first photograph ever supplied to the Press by the police authorities—

As his years advanced, great changes and improvements were organised by Mr. Lloyd, who for forty years was his own publisher. He had the conviction that the developments of a free and cheap Press, of which he had been the champion and pioneer, must affect the success of a weekly newspaper if it did not meet the requirements of the latest journalism. He laid a line of operation that he thought would meet them. His first thought was machinery. No business man more valued its extensions. Hence his eagerness to be the first, as he was, to use Hoe's rotary machines. Every arrangement was made to obtain the latest and most perfect appliances. Numerous fresh departures were included, among them illustrations, fiction, and other novelties. But Mr. Edward Lloyd did not live to see his new scheme carried through. He died on Easter Tuesday, 1890. But all his cherished ideas of old he had seen take practical shape. When the last fetter of the Press was struck off, the price of *Lloyd's* from two pence became a penny. It had reached, too, a circulation of



Mr. Edward Lloyd advertised his publications on the coins of the realm.

more than 600,000. As a paper maker at Sittingbourne he had unbroken success, 200 tons a week being produced at the mills. He had also established the *London Daily Chronicle*, formerly the *Clerkenwell News*, for which he paid £30,000.

For family reasons the vast business had been made "Edward Lloyd, Limited," Mr. Frank Lloyd being appointed managing director. With much of his father's determination and energy, he applied both qualities to the new developments. The enlarged edition appeared on May 4th, 1890. New mechanical appliances were equal to turning out a quarter of a million copies per hour. Mr. Catling, ever alert to "take occasion by the hand," had sought the services of Mr. Gladstone to add distinction to the new departures in the journal. The statesman pleaded pressure of work, but the editor "pegged away" with all the earnestness of the founder; and one day received a postcard intimating his acquiescence. Mr. Gladstone's

contribution was on the "Rights and Responsibilities of Labour," in which the working man was exhorted to make a contract with himself, and always, and in all things, to do the very best he could. The article, full of weighty thought, and in lucid style, drew wide and approving notice.

The Earl of Dunraven gave his views on the "Sweating System: Its Effects and Remedies"; Lord Compton wrote on the "Home Question"; and Mr. Arthur Arnold on the "Rural Labourer and his Surroundings." A most important article by Lord Brassey, "Our Empire," proved that the spirit of *Lloyd's* was essentially national and patriotic.

Another experiment, solely the idea of the editor, was the introduction of sermons by the clergy of the Church of England. The feature had distinguished introduction. The first discourse, which appeared on November

27th, 1892, was specially written by the late Dr. Benson, Archbishop of Canterbury.

Among the ablest members on the staff of *Lloyd's* is Mr. Thurgood Catling, sub-editor and son of the editor. He

entered the composing-room at *Lloyd's*, and in 1888 was appointed sub-editor. In his father's absence he has been on several occasions the editor in charge. The following statistics show the progressive success:—

Circulation.	Special Event.
Feb. 16th, 1896, 1,004,406.	} Attained a million for the first time. } Fowler and Millsom arrested for } the Muswell Hill murder.
Dec. 20th, 1896, 1,053,923.	
Dec. 26th, 1897, 1,075,965.	
May 22nd, 1898, 1,159,943.	} Death of Mr. Gladstone.
Nov. 12th, 1899, 1,258,879.	
Mar. 4th, 1900, 1,269,634.	} Boer War. Bombardment of Lady- } smith and fighting at Mafeking.
Feb. 3rd, 1901, 1,462,202.	
Mar. 16th, 1902, 1,298,502.	} Relief of Ladysmith.
Mar. 15th, 1903, 1,301,219.	
	} Funeral of Queen Victoria.
	} Capture of Lord Methuen by } Delarey.
	} Return of Mr. Chamberlain from } the Cape.

Such is the story of *Lloyd's*.