

DEATH OF MR. EDWARD LLOYD.

We regret to hear of the death yesterday morning of Mr. Edward Lloyd, the proprietor of the *Daily Chronicle* and of *Lloyd's News*.

The funeral service will be held at St. Margaret's Church, Westminster, on Friday morning at half-past eleven o'clock, and the interment will afterwards take place at Highgate Cemetery.

A PUBLISHER BEFORE HE WAS SIXTEEN.

Edward Lloyd (says the obituary notice in the *Daily Chronicle*) was born at Thornton Heath, near Croydon, on the 16th of February, 1815. On leaving school at an early age he attached himself to the London Mechanics' Institution, and studied shorthand with such success as to carry off a silver pen offered for competition to the members of the class. An illustration of the practical bent of young Lloyd's mind was soon afforded, for he commenced his publishing career before he had reached sixteen, and one of his early productions was a sixpenny handbook, called "Lloyd's Stenography; or an Easy and Compendious System of Shorthand." The definitions were printed and the shorthand characters written in with pen and ink by his own hand. For some years he struggled on, among numerous publications brought out being *Lloyd's Weekly Miscellany* and *Lloyd's Weekly Atlas*, which sold largely, and were the precursors of the *Family Herald* and other still popular periodicals depending mainly on fiction.

HOW HE MET THE "STOP OR STAMP" CRISIS.

In the autumn of 1842 Mr. Lloyd issued a penny illustrated paper, dealing chiefly with notices of books, theatricals, and gossip, the design being to keep the news within such limits as would not infringe the law. A story of the escape of a lion from a travelling menagerie was brought under the notice of the authorities, and as it related to a recent occurrence they pronounced it a news paragraph. This decision rendered the machinery and plant of the paper liable to seizure, and its venturesome proprietor to imprisonment. But Edward Lloyd was not a man to be daunted by difficulties, and when told that he must either "stop or stamp" his new paper he resolved to go on at all hazards, though the risk was tremendous. The necessary securities for good behaviour, the payment of duties, &c., were found, and on November 27, 1842, *Lloyd's Illustrated London Newspaper* was published, duly stamped, at 2d. With the eighth number came a change, illustrations being abandoned, and the price of the paper increased to 2½d. In September of the following year the office was set up in the north-west corner of Salisbury-square, where Samuel Richardson wrote "Pamela" and Oliver Goldsmith was at one time engaged as a printer's reader.

THE HISTORY OF "LLOYD'S NEWSPAPER"—

Here Edward Lloyd continued with unflinching courage the battle for a cheap press. In April 1852, when *Lloyd's News* was nearly ten years old, and had attained a sale of 70,000 weekly, Douglas Jerrold became editor. Towards the end of the same year the full reports given of the death and funeral of the Duke of Wellington sent the paper up to 150,000. From that time its proprietor never looked back. The abolition of the advertisement duty in 1853 quickly doubled the receipts from that source; and when two years later the taking off of the stamp duty enabled the paper to be reduced to 2d. there was a greatly increased demand. To meet this Mr. Lloyd in the summer of 1856 introduced Hoe's American Rotary Presses into this country, thus leading to a revolution in newspaper printing. A more stupendous change was in store for the Press, although it was not until 1861 that Parliament, by decreeing the abolition of the paper duty, rendered the popular journals of the present day possible. Mr. Lloyd was one of the first to seize the opportunity, by anticipating the removal of the duty, and boldly reducing *Lloyd's* to a penny. The result justified his highest anticipations, for the sale went up by leaps and bounds. In 1862 improvements in stereotyping enabled duplicate plates of entire pages to be cast, which paved the way for the ultimate triumph of Hoe's perfecting press, printing complete papers from gigantic rolls, many miles in length.

—AND OF THE "DAILY CHRONICLE."

The remarkable journalistic enterprise of Mr. Lloyd was further illustrated later in life. At a period when the majority of men wish to retire—after he had passed threescore years—he startled his friends by purchasing a local journal for £30,000, and setting to work with his wonted zeal and energy to transform it into an imperial daily paper of the first rank. His declared intention was to push *The London Daily Chronicle* for five years, and then see what was its position. Money was spent with a lavish hand, the entire outlay reaching over a hundred and fifty thousand pounds. The experienced proprietor appealed to the public by providing the most varied newspaper of the day, and popular support was not wanting. Long before the five years had expired all anxiety as to the result was removed, and the career of the *Daily Chronicle* has since been steadily progressive.

HIS SPECULATION IN ESPARTO.

In addition to carrying on his gigantic newspaper enterprises Mr. Lloyd established a very large business as a paper-maker, and his mill at Sittingbourne is known as one of the finest in the country, producing about 200 tons per week, and supplying many home and colonial papers in addition to his own. More than a quarter of a century ago he spent a fortune in opening up the trade in esparto as a material for paper-making. That commodity had previously only been obtained in small quantities from Spain, but Mr. Lloyd twice visited Algeria, and leased considerably over a hundred thousand acres of land there for esparto production. In all his undertakings he was keenly alive to the advantages offered by new inventions, and the adoption of the most improved machinery and appliances.

MR. LLOYD'S POLITICAL CREED.

Although not taking an active part in public life, Mr. Edward Lloyd was an earnest supporter of every Liberal movement for the good of the people and the advancement of the country. The following announcement appeared in the first number of his weekly journal:—"With regard to politics, it was well said by Montaigne that 'politics was a science, but faction a disease.' We have but one creed, and that embraces but one proposition—the happiness and welfare of our country. We have no private interest to serve; no party to laud. We enter the political ocean a free-trader. Our flag is independence, and we will nail it to the mast." Mr. Lloyd some years since received the honour of being elected by selection as a member of the Reform Club, for services rendered to the Liberal party. He was a member of the City Liberal Club, a life member of the Devonshire, and one of the earliest promoters of the National Liberal Club, in which he never ceased to take a deep interest.