

THE GROWTH OF "LLOYD'S" TO OVER A MILLION.

THE announcement that LLOYD'S News, growing constantly in favour for more than half a century, has now o'ertopped the million will surely interest every reader. Here are the figures for the last four weeks:—

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| January 26th | 993,962 copies. |
| February 2nd | 994,288 " |
| " 9th | 997,926 " |
| " 16th | 1,004,406 " |

Looking back, it is impossible to avoid being struck by the faith of the founder. "We must turn to our patrons, the millions," it was said in the first number, published on Nov. 27th, 1842. LLOYD'S was then a small 8-page two-penny sheet, with a penny impressed stamp. After seven numbers had been published the paper was enlarged, and the price made twopence-halfpenny. This continued until the 24th of September, 1843, when a twelve-page paper was issued at three-pence—a very low figure, looking to the penny stamp, the heavy duty on paper, and the tax of 1s. 6d. on each advertisement. Ten years of struggle lay before the pioneer of a cheap Press, as it was not until August 4, 1853, that the advertisement duty was removed. Two years more passed before the Stamp Duty came to an end on June 15, 1855. LLOYD'S immediately became twopence, and advanced in circulation till it had reached 200,000, when Parliament decreed the abolition of the Paper Duty for October 1, 1861.

The late Mr. Edward Lloyd anticipated this on the 15th of September, by making LLOYD'S a penny paper. From that time the sale went on steadily growing. With the completion by Messrs. Hoe of Perfecting Presses, turning out 24,000 papers per hour, possibilities of more rapid advancement were afforded. LLOYD'S was enlarged, and new features added, to more thoroughly carry out the idea of a true family paper. In respect to news it has continued to be a reflex of the week's history; while Stories by the best Authors, Biographies, Lessons in Science and Natural History, a Special Medical Article, Hints for the Home Circle, and a variety of other features have been introduced. The Archbishop of Canterbury contributed a Short Sermon, and more than half the bench of Bishops, with many other eminent preachers, have aided in continuing the series. It is this wider appeal to the best interests of the British people that has brought about the stupendous result over which we are rejoicing to-day. The unique feature introduced some ten years ago, Inquiries for Long-lost Relatives, enables us to say with certainty that not only does LLOYD'S enjoy a far larger circulation than any other paper, but it is also more widely distributed over the world, finding its way wherever the English language is spoken and read. Marvellous success brings with it a profound sense of responsibility, which will quicken every effort to make LLOYD'S News increasingly worthy of public favour.

NOTICE TO ADVERTISERS.

Owing to the large number of Advertisements received this week we are compelled to hold many over till our next issue.