

The paper “Edward Lloyd (1815-1890), publisher of penny serials and newspapers, England” has been withdrawn from internet circulation. It was previously quoted as “anon” on this website.

We respect the wishes of the author. Nevertheless, we would like to refer to a few useful and uncontroversial facts cited in the text and for that purpose reproduce them below. Should the author object, please would he or she make contact with one of the emails on the Home page and this document will be withdrawn.

The first properly attested address we have for Lloyd is 62,

Broad Street, Bloomsbury, where he was living from at least the end of 1836. The family lived in a single room, rented from the owner, William Byres, a wholesale confectioner. In 1841, no fewer than nineteen people lived in this one house.

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By 1851, Lloyd was employing 150 men. In 1852 he appointed Douglas Jerrold editor of *Lloyd's Weekly*, and by the following year the circulation was up to 90,000 per week. By 1873, it is estimated it was selling half-a-million copies. The paper was so popular among the working and lower-middle classes that the music-hall artiste Matilda Wood is said to have taken her stage name from it, and become Marie Lloyd.

...

Edward Lloyd has always been treated as a marginal figure in the history of publishing: louche and faintly comic, but innovative and influential. From this brief sketch of his life, he deserves both latter judgements, though he was a far more important figure than he is generally given credit for. He imported several improvements in the trade, such as esparto-grass paper, the Hoe Rotary Press and the web-press, and *Lloyd's Weekly Newspaper* was

very long-running ...

Twice insolvent:

On 22 January 1839 Lloyd signed over all his property to his creditors, using a firm of solicitors, Hopwood and Foster, of 47, Chancery Lane, as middlemen. He is described in the official notice as “Edward Lloyd, of No. 62, Broad-street, Bloomsbury, in the county of Middlesex, Printer.” The move was designed to limit Lloyd’s losses, being essentially a deal cut between him and some of his creditors, which would allow him to continue trading without interference, and, perhaps most importantly, relieve him from the need to declare his previous whereabouts (and so his previous activities). It didn’t work. The deed of transfer was executed on 22 and 23 January, and published on 14 February in the London Gazette. Six days later, Lloyd’s other creditors — the ones he had cut out from the deal — applied for a Fiat in Bankruptcy, taking the initiative (and so the power to act) from Lloyd. Because of this complication, the Commissioner, John S. M. Fonblanque, deferred the hearing until 20 June. In fact, Lloyd’s financial murk was such that he couldn’t comply with his obligations by that date; in the end, his case was not heard until 28 October, and he was not discharged from bankruptcy until 19 November 1839. Hence from January until November he was ‘working for the benefit of his creditors.’ He was able to continue publishing *Oliver Twiss* (which, like its Dickensian counterpart, finished in April that year) so that he was obviously able to hide some of his assets from the wolves peering through the door. The family moved to 44, Holywell Street, Strand, where *Mr. Humfries Clock* was published. Lloyd now had other premises at 30, Curtain Road, Shoreditch, another private house, where he probably rented the cellar. Next door was Joel Moss, a furniture dealer, who may have been the father of Prest’s wife Elizabeth.

On 28 February 1847 Rymer was discharged from bankruptcy, a situation that had impacted badly on the *People's Periodical*. Precisely a year later, on 28 February 1848, Lloyd himself avoided bankruptcy, this time successfully. His solicitors were the same as in 1839, but this time his main creditors were James Barry, of Queenhithe, London, a wholesale stationer, and Samuel Sharwood, of Aldersgate Street, London, a type-founder:

Edward Lloyd, of Salisbury-square, in the city of London, Printer and Publisher, did assign unto the said James Barry and Samuel Sharwood, their executors, administrators, and assigns, all and every the stock in trade, utensils, goods, wares, and merchandizes, and all other the personal estate and effects, whatsoever and wheresoever, of the said Edward Lloyd, in possession, reversion, remainder, or expectancy (except leases for years, or from year to year, or at will, book debts, household furniture, plate, linen, and china), upon the several trusts therein mentioned, and amongst others, upon trust, for the equal benefit of the creditors of the said Edward Lloyd [...]

As we have seen, this was a common way of avoiding bankruptcy proper, a private arrangement between debtor and creditors, and clearly the actual amount handed over wasn't as drastic as it appears here, since Lloyd continued in business at the same address. But it probably spelled the end of Lloyd's days as a buccaneering publisher, signalling that from now on his methods must change to ensure a safer income. By 1853 the supply of penny romances had dried up, and from now on Lloyd was a dedicated newspaper man.