

The Headlight. Goldsboro, NC. 1888-1893, 5 March 1890

Writing about the leading London editors, a correspondent of the *New York Star* says:

Still another remarkable man [is] Edward Lloyd, the proprietor of the *Daily Chronicle* and *Lloyd's Weekly Newspaper*, which latter has the largest circulation of any newspaper in the world.

Mr. Lloyd is one of the most pushing, driving and enterprising journalists of this or any other land. He is no longer a young man, but his form is sturdy. He is as straight as an arrow, his forehead is broad and high, and he wears side whiskers, but his upper lip and chin are cleanly shaved.

He has made journalism, or rather the publishing and selling of newspapers, the business of his life. He has brought into the service the latest inventions and the newest ideas. He does what no other newspaper in the world does: he not only makes the paper on which he prints his news, but he also grows the grass from which his paper is made. The visitor to his office is shown a large photograph of his Algerian grass farm with laborers busy gathering and packing esparto for his paper mills at Bow. Even the *Times* does not make its own paper. The *Telegraph* has a mill of its own, but the enterprise of Mr. Lloyd in growing the grass has no parallel in the world. It may interest you to know that the very vessels that carry this esparto are owned by Mr. Lloyd. The mills at which the paper is made employ the newest system of manufacture.

In these days of extravagant claims of circulation, American newspaper publishers, editors and even readers may seem astonished when I add that the circulation of Lloyd's newspaper, in a certified declaration from a firm of famous London accountants, is over 700,000 copies a week. The proprietor of this great property often spends as much as \$500 in billing and posting notices of forthcoming editions.