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 8th of February, 1813. On leaving school at an early age he attached himself to the London Mechanics' Institution, and studied shorthand with such success as to carry 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 penny handbills, called "Lloyd's Pneumatics," or an Easy and Complete System of Shorthand. The illustrations were painted 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 Situation and Lloyd's Weekly Affair, which sold largely, and were the precursor of the Family Herald and other well-known periodicals depending mainly on fiction.

How He Met the "Stop or Stamp" Crisis.

In the autumn of 1820 Mr. Lloyd issued a penny illustrated paper, dealing chiefly with notices of Stock, theatricals, and sports, the design being to keep the news within such limits as would not infringe the law. A story of the escape of a fox from a travelling menagerie was brought under the notice of the authorities, and as it related to a pack which they promised at a news paragraph. This decision rendered the machinery and plant of the paper liable to seizure, and its proprietors determined to go on. 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, etc., were obtained, and on November 27th, 1820, Lloyd's Illustrated London Newspaper was published, daily stamped, as at.

With the editor came a change, the proprietors of the original being abandoned, and the price of the paper increased to two shillings in the new weekly number of Salisbury-square, where Samuel Richardson were "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 unfailing courage the battle for a cheap press. In April 1838, when Lloyd's News was nearly ten years old, and had attained a sale of 50,000 weekly, Douglas Jerrold became editor. Towards the end of the same year the half-interest given by the sale of the death and funeral of the Duke of Wellington rent the paper up to 150,000. From that time its proprietor wisely backed with the change, the ventilation of the advertisement duty in 1856 doubled the receipts from that source, and when a second and later years the taking off of the stamp and the newspaper is the reduced to 6d there was a greatly increased demand. To meet this Mr. Lloyd in the summer of 1860 introduced here American Rotary Presses into this country, thus leading to a revolution in newspaper printing. A more rapid change was in store for the Press, although it was not until 1884 that Parliament, by decreasing the abolition of the 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 expectations, for the sale went up by leaps and bounds. In 1874 improvements in stereotype enabled double-page plates of entire pages to be used, which saved the way for the ultimate triumph of the perfecting press, where complete pages 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 with taste—after he had passed through the years of youth by purchasing a local journal for 250,000, and setting to work with his笔触和 energy to transform it into an imperial daily paper of the first rank. His declared object in the London Daily Chronicle was to publish for the working classes, and then seize upon the opportunity, by anticipating the removal of the duty, and boldly reducing Lloyd's to a penny. The result justified his highest expectations, for the sale went up by leaps and bounds. In 1874 improvements in stereotype enabled double-page plates of entire pages to be used, which saved the way for the ultimate triumph of the perfecting press, where complete pages from gigantic rolls, many miles in length.

His Speculation in Newspaper.

In addition to carrying on his newspaper enterprises, Mr. Lloyd established a very large business as a paper-maker, and his mill at Limehouse is known as one of the finest in the country, producing about 250 tons per week, and supplying many homes 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 exports as a material for paper-making. This commodity had previously only been obtained in small quantities from Spain, but Mr. Lloyd twice visited Algeria, and leased considerable over a hundred thousand acres of land there for exports 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 ardent supporter of every Liberal movement for the good of the press 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 Montesquieu that 'politics is a science, her fanaticism 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 lead. We enter the political arena as a pure-hearted cool. Owing to independence, and we will rail at it, to the most? Mr. Lloyd said years since received the honor of being elected 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.