

Obituary of Edward Lloyd

Lloyd's Weekly London Newspaper, 13 April 1890

Readers of *Lloyd's News* will, we feel assured, share the very deep regret with which we announce the death of the founder and proprietor, Mr. Edward Lloyd. For nearly fifty years his guiding hand had directed the progress of this journal, and its ever-increasing influence was to him a source of abiding satisfaction. As the pioneer of the cheap Press, *Lloyd's* passed through a prolonged period of stress and trial; but its energetic promoter was undaunted by difficulties, and he came out a conqueror from the severe conflict waged against the taxes on knowledge. Each step in advance only served as a fresh incentive to Mr. Lloyd, and he allowed himself little rest. Down to the month of August in last year he remained steadily at work, but heart disease in a severe form then prostrated him. After an alarming illness of several weeks he rallied sufficiently to return from Caterham to his town residence, 17, Delahay-street, St. James's Park; and was rejoiced to find himself able to again visit his office in Salisbury-square, in the premises where Richardson wrote "Pamela" and Oliver Goldsmith for a time acted as a printer's reader. Shortly before Christmas a renewed attack prevented Mr. Lloyd leaving his home. From that time the disease gradually wasted his strength, though his mind remained clear. In January, for family reasons, he converted his business into a limited liability company; but did not lose the keen interest in the two great papers established by his enterprise. During the last few weeks the difficulty of breathing caused him much suffering. The supreme self-control which had marked his life, however, made him patient in sickness. After being unconscious for some hours he passed away without a struggle at three in the morning of Easter Tuesday.

Mr Lloyd's biography is full of encouragement for those who have to make their own way in the world. He was born in the famous Waterloo year – at Thronton Heath, Surrey, on February 16th 1815 – and left school at an early age. On his friends coming to London he joined the London Mechanics' Institution, distinguishing himself there by proficiency in shorthand. Before reaching his sixteenth year he opened a small shop for the sale of publications, and subsequently brought out several serials, of which fiction was the leading feature. The reduction of the Stamp duty from fourpence to a penny in September, 1836, seemed to open up a fresh field; but a cheap monthly budget of news was quickly stopped by the Stamp Office. Mr. Lloyd, however, continued his efforts bringing out a penny illustrated paper of a gossiping character in the autumn of 1842. A story of the escape of a lion from a menagerie, being true, brought about a crisis; for the authorities declared it to be "news." Short notice was given to Mr. Lloyd that he must either "stop or stamp" his paper; whereupon he resolved on a daring step. November 27th, 1842, witnessed the production of *Lloyd's Illustrated London Newspaper*, duly stamped, at twopence. The independent spirit of the proprietor by the appearing of the following declaration in the first number: "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 land. We enter the political ocean a free trader. Our flag is independence, and we will nail it to the mast." After seven numbers had been issued illustrations were abandoned, the paper improved, and the price increased to twopence halfpenny. In the following September, when new machinery had been perfected in Salisbury-square, *Lloyd's* was enlarged to twelve pages and made a threepenny paper. The newsagents showed themselves bitterly hostile to the new venture, and for a long time the public could not be brought to believe that it was possible to produce a good newspaper at a low price. Mr. Lloyd, however, never faltered. He travelled through the length and breadth of England, advertising his paper, yet always contrived to be back in time to look after the publication in the early hours of Sunday morning. In the spring of 1852 Douglas Jerrold became editor; and towards the end of that year the full reports published of the death and funeral of the Duke of Wellington secured for *Lloyd's* a greatly increased sale. Further

benefit followed the abolition of the Advertisement duty in 1853, and the removal of the Stamp duty two years later enabled the paper to be reduced to twopence. To meet the enormous demand Hoe's Rotary Presses were introduced into this country by Mr. Lloyd, and proved immensely successful for a time. When the removal of the last shackle of the Press was decreed, the proprietor of *Lloyd's* anticipated the abolition of the Paper duty in 1861, by bringing his journal down to a penny. The highest hopes of the pioneer of the cheap Press, cherished through twenty years of struggle, were then rapidly realised. *Lloyd's News* advanced by leaps and bounds, and as fast as improvements in printing could be completed the sale went up, until it had reached over 600,000 a week. By courage, boldness, and untiring industry, Mr. Lloyd thus built up an enduring memorial in the great and world-famous paper which bears his name.

At a period when most men wish to retire – after he had passed threescore years – Mr. Lloyd startled his friends by purchasing the *Clerkenwell News* for 30,000*l.*, and setting to work with his wonted zeal and energy to transform it into an imperial daily paper of the first rank. 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 making the London *Daily Chronicle* the most complete newspaper of the day. Mr. R. W. Boyle occupied the editorial chair until his death, and it has since been filled by Mr. A. E. Fletcher, who had been assistant for many years. Throughout popular support has never been wanting, the career of the *Chronicle* being steadily progressive.

In addition to carrying on his great 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.

Mr. Edward Lloyd was an earnest supporter of every Liberal movement for the good of the people and the advancement of the country. Some years since he 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.

THE FUNERAL

A funeral service in St. Margaret's, Westminster, preceded the burial of the remains of the deceased at Highgate Cemetery on Friday. Archdeacon Farrar officiated, and the church was filled with mourners. Eight sons of Mr. Lloyd were present: Messrs. Charles, Fred, Frank, Herbert, Arthur, Harry, Walter, and Percy, and the daughters included Mrs. Bullen, Mrs. Hartley, Miss Lloyd, Misses Florence, Rose, and Laura Lloyd. Mrs. Fred Lloyd, Mr. and Mrs. C. E. Lloyd, Mr. Charles Hartley, Mr. Jonas Levy, Mr. Samuel Hopwood, Mr. Arthur Clarke, Mr. Mills, Mr. Leveson, and Mr. Walter Wood also attended. There were numerous representatives from Mr. Lloyd's paper mill at Sittingbourne, and from every department of his two journals, including Mr. A. E. Fletcher (*Chronicle*), Mr. C. Sharp, Mr. Thos. Catling (editor of *Lloyd's*), Mr. A. H. Hance, and Mr. Charles Williams. At the conclusion of the service the ladies of the family (with the exception of Mrs. Charles Lloyd and Mrs. C. E. Lloyd) returned to the house; and the procession proceeded to Highgate. The vast number of beautiful wreaths sent by the family, the private friends, and employees of the deceased gentlemen necessitated the use of a second hearse to convey them to the cemetery. Here was another very large gathering, as the Rev. R. A. Bullen read the conclusion of the funeral service, and in the bricked vault on the higher ground, near the catacombs, the remains of Edward Lloyd were laid to rest.