

CHAD VALLEY FLEET STREET

by Rex Pitts



This popular card game probably sold very well when it was issued in around 1923 because there seem to still be plenty around today. I have been fascinated by the cards ever since my childhood as my parents had the game in the house when I was born. I spent many happy days laying out the cards with their chrysanthemum patterned backs and when I could read began to wonder what all the headlines were about. Most of the cards picture the newspapers' billboards, but the magazines and some of the weeklies show the front covers of the publications. At last (with a little nudge) I decided to try to find out more. Chad Valley issued a second edition, I don't know when, with just three changes to the cards and a new back design in yellow and red very similar to the back design for their Sparx card game but with a fan of Fleet Street cards and the name printed in a central circle. The reason for the change is hard to determine, there doesn't seem to be an obvious one. However here are my notes on each card which I hope will prove interesting; the 1920's were very eventful period. To get a feel for the times here are just a few of the events of the 1920's. This was the time of the decline of the Liberal Party and Labour became the new opposition party. 1918-1920 was the Lloyd George Liberal coalition with the Conservatives. 1924 saw the first Labour ministry. This was the "Jazz Age" and the "Roaring Twenties" but also the age of the General Strike of 1926 both in the UK and the USA where there was also the Wall Street Crash of 1929. Prohibition in the USA lasted from 1919 until 1933, the USSR was created in 1922 and the Irish Free State came into being in the same year. The Warner Brothers made "The Jazz Singer" the first "talkie" and Charles Lindbergh made the first solo Atlantic crossing in 1927 to win the Orteig prize of \$25,000. And Clarence Birdseye began selling his first frozen fish in 1925.

SET 1 - EVENINGS

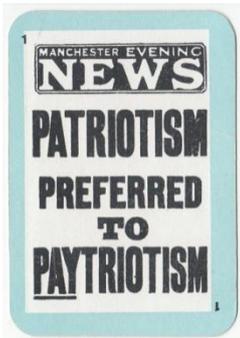


Birmingham Mail This newspaper first published in 1870 is still published today but now called The Birmingham Evening Mail. Headline "Amazing Blackmail Charges". In 1922 in the House of Commons accusations were made that some members of the Metropolitan Police were riddled with corruption and were blackmailing prostitutes. This could be what the headline is referring to. No charges resulted from this accusation.



Liverpool Echo Still published today, it first appeared in 1879 at a price of ½d. The new stand erected by Liverpool Football Club for standing only spectators was nicknamed Spion Kop by Ernest Edwards the Sports Editor of The Liverpool Echo and the Liverpool Post (a sister paper). This was after the famous battle in the Boer War in

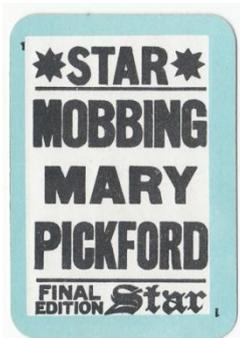
1900 where 300 soldiers were killed including many from Liverpool. Liverpool Football Club began to have success in the Football League and eventually became League Champions two years running in the 1921-22 and 1922-23 seasons. The Kop was extended again in 1928 to a capacity of 30,000 all standing. The topmast of the SS Great Eastern was rescued from a nearby breaker's yard and erected beside the new Kop. It remains there today.



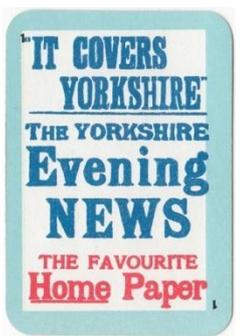
Manchester Evening News Still published today it was founded in 1868. Headline "Patriotism Preferred to Paytriotism". I can find nothing specific to which this might refer. However there was the coal miners' dispute at the time or it may just have been disapproval from critics of the semi-phoney "Historical Pageants" which were popular at the time.



Pall Mall Gazette Published 1865-1923. The paper's name came from a novel by Thackeray entitled "The History of Pendennis" in which a fictional paper has that name. In 1921 it merged with The Globe which was taken over by the Evening Standard in 1923. The paper was one of the first to do investigative journalism with its campaign against child prostitution in the 1880's. In 1885 the age of consent was raised from 13 to 16 years old. Many famous writers contributed to the paper including Anthony Trollope, Oscar Wilde, Robert Louis Stevenson and Frederick Engels. George Bernard Shaw got his first journalistic job with the paper. The Headline "The Paper That Gets Home Stays Home" seems too obscure to be significant.



The Star A London evening newspaper published from 1888-1960. It became notorious for its sensationalised reporting on the Jack the Ripper murders at the very beginning of its life. It was even suggested that the newspaper faked the famous "Dear Boss" letter that he is supposed to have written. Headline "Mobbing Mary Pickford" (whose real name was Gladys Smith!) must refer to her visit to London in 1920.



Yorkshire Evening News Founded around 1890 the paper was one of two strong rivals published in Leeds. The Yorkshire Evening Post founded at the same time had offices only 100 yards away from it. Eventually in around 1963 The News was absorbed by The Post. The Yorkshire Evening News was famous for organising an air race in 1913 dubbed "The Wars of the Roses" because the rivals were from Yorkshire and Lancashire. The Yorkshire built Blackburn Type 1 piloted by Harold Blackburn (not related to the aircraft designer) and an Avro 504 built in Lancashire piloted by Humphrey Verdon Roe (brother of the designer) competed over a 100 mile course. The flyers starting from Leeds had to land for 20 minutes at each of the following towns – York, Doncaster, Sheffield and finish at Barnsley. The winner to the delight of the newspaper was Yorkshire's Blackburn 1 aeroplane.



Globe Published from 1803-1921 when it was merged with Pall Mall. Headline "Beatty's Jutland Signal-Official" refers to communications during the Battle of Jutland of 1916. This took place off the Danish coast at Jutland between the Royal Navy Grand Fleet and the German Navy High Seas Fleet during the First World War. Tactical errors

by Vice Admiral Beatty led partly to losses of 14 English ships compared with 11 German ships lost. Beatty famously signalled to the fleet commander Admiral Jellicoe

“There seems to be something wrong with our bloody ships today”. This controversial signal was picked up by the press and caused a scandal. Interest in this event continued for years after and denials were often made. This headline recognises the strong interest even in the 1920’s. Perhaps the final official statement on the matter had just been issued.

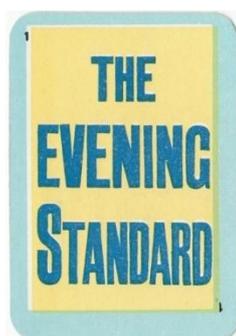


Westminster Gazette Published 1898-1928 when it was sold to The Daily News. The Headline “Beatty’s Signal: Jellicoe’s Reply” is referring to the Battle of Jutland like The Globe above.



Evening News (2nd Ed) Founded in 1881 it was in financial trouble a decade later because of fierce competition in the form of a price war with its strong rivals. The paper was bought by Alfred and Harold Harmsworth at a time when newspapers were considered a risky investment. The brothers made a huge success of the paper and by 1900 it became one of the largest selling papers in the UK. Later they founded several other papers including the Daily Mail. Incidentally in 1922 the Daily Mail became the first newspaper with an advertisement written in the sky over Epsom Downs during the Derby meeting by Captain Cyril Turner who later introduced sky writing into the USA. Alfred later became Lord Northcliffe and Harold became Lord Rothermere. The

editorial policy which they called “New Journalism” was aimed at the man in the street and competed with the stuffer style of their rivals. During the First World War their approval and support for women employed in so called men’s jobs during conscription to the armed forces was criticised by other newspapers; notably the Daily Sketch. By the 1980’s sales were falling dramatically and the paper merged with its long-term rival the Evening Standard



Evening Standard (2nd Ed) launched in 1827 as a daily paper until 1857, with the title the “Standard”. In 1859 the Evening Standard was also published alongside the daily paper which later was discontinued. The Evening Standard was famous for its foreign news reporting especially in the 1860’s and 70’s when there were plenty of wars to report on. The American Civil War, The Austro-Prussian War and the Franco-Prussian War were well covered much more extensively than by other newspapers and the papers sold well. In May 1990 the paper changed its name to the London Evening Standard and on the day of change gave away 650,000 copies free. Later in October of that year it became a free paper in central London.

SET 2 - PROVINCIALS



Birmingham Post The Birmingham Journal was published in the 1820’s by supporters of the Chartist Movement who campaigned for the rights of working men. This eventually led to the Birmingham Post which continued their radical political campaign for workers rights. In 1857 the Birmingham Daily Post was founded

becoming The Birmingham Post in 1914. It is still published today but with a much more conservative outlook. The Thurs Sept 30th 1920 headline “Deadlock in Coal Conference” refers to the August negotiations between Coal employers and miner’s trade unions. Mine owners wanted to reduce workers wages but the miners wanted guaranteed 6 hour days 5 days a week. The breakdown of these negotiations eventually led to the damaging General Strike 1920-1924.



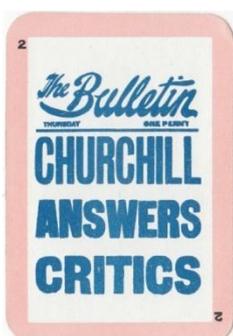
Western Daily Press Founded in 1858 covering Bath, Bristol, Gloucestershire, Somerset and Wiltshire the paper has had problems recently with declining sales. In 2009 the printing of the paper was moved from Bristol to Didcot in Oxfordshire which complicated distribution and deliveries to the far west of the area has ceased. Although the editorial staff have returned to Bristol the future of the paper looks bleak.



Manchester Guardian The paper was founded in 1821. In 1959 the title was changed to just The Guardian as it was distributed nationally by then. Its headquarters are now in London. The Headline “Another Victory for England” was difficult to interpret but the most likely reference is to the Rugby Union Five Nations competition in 1921. That season England Beat Wales, Ireland, Scotland and finally France to claim the Grand Slam.

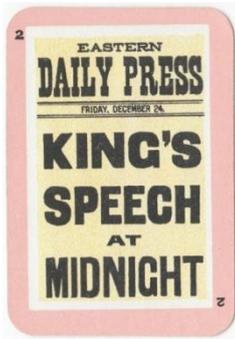


Scotsman Still published today it was founded in 1817 (that’s just 2 years after the Battle of Waterloo – amazing) first as a weekly and then daily from 1870 at a price of 1d. The headline “Ireland’s Charter” refers to the Ireland Home Rule Bill discussions which were progressing and would be passed in 1921. This was passed despite the fact that the so called Irish War of Independence was still proceeding. As mentioned elsewhere Northern Ireland had the option to secede from the arrangement which they did almost instantly. The headline “League of Nations” reports the first meeting of the newly formed forerunner of the United Nations at its new location in Geneva. The members had signed up in June 1920 just 6 days after the signing of the Treaty of Versailles in 1920 which finalised the negotiations after the end of the First World War. The Paris headquarters were moved to Geneva in November 1920. The headline “Australia’s Big Lead” is about the terrible time that England was having in the test series of 1920. They lost all five tests that year. In fact this was a really bad patch for England in the Ashes.

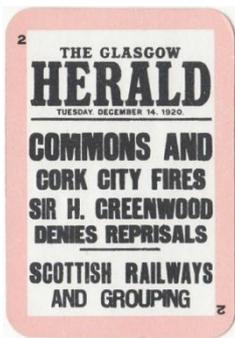


Bulletin Only founded in 1919 the Bulletin was an offshoot of The Glasgow Herald with the emphasis on lots of pictures. The headline “Churchill Answers Critics” most probably refers to the speech Churchill made in the commons following the infamous “Amritsar Massacre” of 1920. In 1919 there was a national strike called for by Mahatma Ghandi protesting at the presence of British troops and wanting Indian independence. During the strike the Army commander General Dyer removed the ringleaders which led to increased tension and anger among the civilian demonstrators. The British troops herded the crowds into a local park where they were trapped, the only exit being blocked by British armoured vehicles. The troops opened up with machine gun fire on the protesters and according to the official figures 329 civilians died and 1000 were injured. According to the British medical staff that tended the injured there were actually 1000 dead

and 1200 injured. General Dyer was dubbed “The Butcher of Amritsar” by the British Labour press but many considered him a hero. The British government recalled General Dyer and when he returned to the UK in 1920 he was presented with £26,000 collected by the Tory press as a reward for the “hero”. Labour wanted him and his fellow officers to be put on trial for their “cruel and barbarous actions” as the resolution at the Labour Party Conference put it. Nothing of the sort happened.



Eastern Daily Press Founded in 1870 as The Eastern Counties Daily Press and became the Eastern Daily Press in the 1890's this paper remains today the best selling regional newspaper in the UK. The daily sales exceed 55,000 copies outselling the Sun locally and being the only regional newspaper to do so. The headline “King’s Speech at Midnight” refers to the King revealing the government’s intention to create the Irish Free State as a dominion of the UK with independent government. This happened in Nov 1922. A provision of the bill allowed Northern Ireland to secede from the arrangement if it so wished. In December that is exactly what it did choosing to remain part of the UK.



Glasgow Herald First published in 1783 as a weekly sheet the Herald became a daily paper in 1858. Since 1992 the paper has just been known as The Herald. The headline “Commons and Cork Fires” refers to an incident in Cork in December 1920. An IRA ambush of a British Army patrol resulted in the death of a soldier. In response to the death British soldiers set fire to several houses and city centre buildings. Many civilians were beaten and robbed and it was reported that the soldiers also prevented the Fire Service from putting out the fires. As a result over 300 residential and 40 business premises were destroyed including the City Hall. The cost of the damage was over £3 million and 2000 people were left without any jobs as well as many being homeless.

The government at first denied that any soldiers were responsible for the fires and blamed the IRA. This headline reports that denial. This was not the only dreadful atrocity perpetrated by British troops in Ireland but probably the worst. The headline “Scottish Railways” is about the grouping of the independent railway companies after the government control of the railways during the First World War. The proposals in 1920 were to group them as follows London Midland and Scottish (LMS), Great Western Railway (GWR), London and North Eastern Railway (LNER) and Southern Railway (SR). The Railways Act of 1921 brought this into operation from January 1923 until nationalisation in December 1947. During that era was seen the spectacular so called “Race to the North” with the LMS Coronation Scot and the LNER Flying Scotsman competing for the lucrative London to Edinburgh route, LMS via the west coast and the LNER via the east coast.



Yorkshire Post This newspaper is one of the oldest in the UK. It was founded in 1754 as the Leeds Intelligencer and was published weekly. It became the Yorkshire Post as a daily paper in 1866. Since the 1940's it has been distributed all over the UK and in 2012 it merged with its sister paper the Yorkshire Evening Post. Surprisingly the Post was the first UK newspaper to report on the abdication crisis in 1935. This was as a result of remarks made by the Bishop of Bradford Alfred Blunt. The Bishop always sent a copy of his speeches to Diocesan Conferences to the newspaper. He was a conservative Christian and greatly valued tradition and expected the Monarch to be a strong supporter of The Church. His remarks, although not specific, showed his disapproval of

the King’s behaviour and his declared disregard for the role of the Monarch in religious matters. With this hint and the more explicit reporting of the King’s affair in the USA, the Post wrote about a possible crisis in the palace.

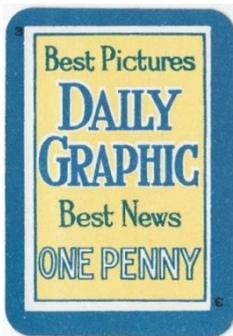
SET 3 - DAILIES



Morning Post Newspaper published from 1772 – 1937. At first it was a Whig paper but soon, in 1795, it was bought by a moderate Tory. In a succession of owners the paper gradually became more and more right wing until the mid 1800's saw its main interest was in the affairs of the great and good in society. The bias was strongly Tory and patriotic. It was the first newspaper to publish arts reviews. There were regular reviews of plays, opera and concerts. In 1881 it sent the first woman war correspondent, Lady Florence Dixie, to South Africa to cover the Boer War. The paper's collection from readers of £18,000 was the main part of the sum presented to General Dyer on his recall from India after the "Amritsar Massacre" (see reference to this event in the piece on the "Bulletin" above). In 1937 the Morning Post was bought by the Daily Telegraph and absorbed into that paper.



Daily Mirror Founded in 1903 as a newspaper for women at 1d per copy by Alfred Harmsworth (later Lord Northcliffe). It was a flop with much lower sales than expected so in a few months Harmsworth turned it into a pictorial paper, not just for women, now called the Daily Illustrated Mirror. By April 1904 it still wasn't bringing in the sales required so the masthead was altered to read "A Paper for Men and Women" and the price was halved to 1/2d. Now with a front page of mainly photographs it was more successful. After only a year sales were up to 460,000. Harmsworth sold the paper in 1913 to his brother Harold Harmsworth (later Lord Rothermere) and by 1917 the price was up to 1d again. By 1919 sales were over 1 million daily. The Daily Mirror was the first of the populist newspapers selling over 5 million copies at its height in the 1960's



Daily Graphic Founded in 1889 the "Daily Graphic" was a genteel newspaper with the emphasis on the arts, theatre and literature all presented in flowery language for the gentlemen and ladies of society. It was always lavishly illustrated with wood cuts, line drawings and increasingly with photographs. On April 20th 1912 six days after the Titanic disaster it published a special "The Daily Graphic Titanic in Memoriam Number". This 20 page paper was filled with pictures on every page of the ship departing, the ship's interior, and the ship at sea and even an artist's impression of the actual sinking. In addition there were pieces about icebergs and how they are formed and of the memorial service in St Paul's Cathedral. This paper is a much sought after item by the legion of Titanic collectors. In 1946 the paper merged with the Daily Sketch which in turn in 1971 was absorbed by the Daily Mail

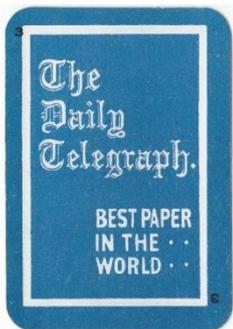


The Times was founded in 1785 as The Daily Universal Register becoming The Times in 1788. In May 1920 the editorial endorsed the fake anti-Semitic "The Protocols of the Learned Elders of Zion" which aimed to prove that the Jews were responsible for the world's troubles. It had to withdraw the editorial the following year when the document was proved to be a forgery. Controversially the paper supported German appeasement in the 1930's. Kim Philby, the Russian spy, was a correspondent for The Times during the Spanish Civil War in the 1930's. The headline on the card refers to a report by Sir Ignatius Valentine Chirol who was a journalist born and educated in Versailles. He was a globe-trotting reporter on foreign affairs who joined The Times as editor and correspondent in the 1890's. He left the paper in 1911 and became foreign affairs advisor to the

British government. He wrote his book "Indian Unrest" in 1910 and this resulted in a civil action by Bal Gangadhar Tilak in the UK. Chirol remained in India throughout the protracted law suit and only returned to the UK when Talik eventually lost. Chirol died in 1929



Daily News was founded in 1846 by Charles Dickens. The paper was set up to counteract the right wing views of the Morning Chronicle. Dickens himself edited the first 17 issues before handing over to John Forster a more experienced journalist. Shaw, Wells and Chesterton all wrote for the paper with whose views they agreed. In 1901 George Cadbury, Quaker and chocolate maker, bought the paper and campaigned against exploited labour and for old age pensions. In 1912 the paper absorbed the Morning Leader then in 1928 the Westminster Gazette. In 1930 the final merger was with the Daily Chronicle to form the News Chronicle.



Daily Telegraph the first edition was in June 1855 published with the title the Daily Telegraph and Courier by Colonel Arthur B Sleigh who wanted a platform to publicly air his grievance against the Duke of Cambridge who was about to be appointed Commander-in-Chief of the British Army. The paper was printed for him by Joseph Levy the editor of the Sunday Times but was such a flop that Sleigh could not pay the printing bill and so Levy took over the paper. It was re-launched as the Daily Telegraph. The slogan was "the largest, best, and cheapest newspaper in the world" with the editorial promise that it would report honestly and comprehensively on current affairs, the Arts and Science. It employed a team of expert journalists who

fulfilled that promise. In 1908 it secured an interview with Kaiser Wilhelm II which badly damaged relations between Britain and Germany. In 1937 the Telegraph absorbed the Morning Post. Today's circulation figures for the paper are an average of 300,000 daily.



Daily Express Sir Arthur Pearson founded the paper in 1900 which sold for ½^d and almost immediately he sent off the explorer Hesketh Hesketh-Prichard (yes spellchecker, that was his real name!) to Patagonia where there were reports of a giant hairy mammal roaming in the jungle thought to be a giant ground sloth which had been extinct for a long time. Readers of the paper were fascinated by Hesketh-Prichard's quest but, of course, he found nothing. After Pearson lost his sight through glaucoma he sold the paper to Lord Beaverbrook. The paper was a huge success and its circulation rose rapidly. It was the first daily paper to print articles especially for women. In 1931 it moved to the striking new Art Deco building in Fleet Street. It is still

one of the most popular dailies on the market.



Daily Chronicle Founded in 1872 as the Clerkenwell Chronicle the paper continued until 1930 when it merged with the Daily News to become the Daily Chronicle. In 1876 it was sold and the buyer launched the paper across all of London. By 1914 the circulation was higher than most of its competitors. One of the first reporters was Sir Arthur Conan Doyle. In 1918 The Prime Minister David Lloyd George misled the House of Commons as to the strength of the army on the Western Front. Sir Frederick Maurice who was actually present at the Front wrote a letter to the Times accusing the PM of misleading Parliament. There was no enquiry and Maurice was recalled to the UK and forced to retire from the army. He was also refused the opportunity for a court

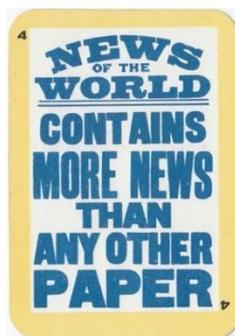
martial which would normally have been his right. The Daily Chronicle hired him as a military correspondent. Lloyd George was furious and he actually founded a new company, United Newspapers, to acquire The Daily Chronicle and get rid of Maurice (he also bought Lloyd's Weekly Newspaper). The editor of the paper Robert Donald resigned in protest at this form of censorship although he did subsequently become Managing Director of United Newspapers at a later date. In 1930 the Daily Chronicle merged with

the Daily News to form the News Chronicle. I am pleased to report that the high-handed treatment of Sir Frederick Maurice did not ruin his life as it might have done. In 1921 he was one of the founders of the "British Legion" and was president from 1932-1947. He became professor of military studies at the University of London in 1926 and continued teaching there until he died in 1951.

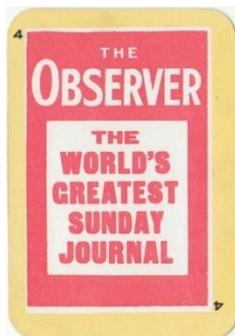
SET 4 - SUNDAYS



Sunday Times founded in 1821 by Henry White was first entitled the New Observer then the Independent Observer but by 1822 it settled on Sunday Times although there was no connection with the Times newspaper. In 1838 the paper published the first illustration in a British newspaper for the coronation of Queen Victoria. In 1887 the paper was bought by Alice Cornwell who made her fortune in mining in Australia. Six years later she sold it to Frederick Beer, the owner of the Observer. His wife Rachel was editor of the Observer and she took over the editorship of the Sunday Times as well until 1901. 1913 saw the paper sold once more to William and Gomer Berry who would later become Lord Camrose and Viscount Kemsley. The success of the paper continued and in 1940 it published the largest newspaper ever in the UK with a 40 page issue. Ian Fleming became foreign editor in 1945. Now part of the Rupert Murdoch Empire News International the circulation is well over one million readers if the online subscribers are included.



News of the World was first published in 1843 by John Browne Bell as a broadsheet. At this time the Stamp Act and the Paper Duty Act had not been repealed so the extra costs involved in publishing a newspaper had to be included in the selling price. Despite this the paper sold at 3d which was lower than its competitors. The two Acts were repealed in 1855 and 1861 respectively. Bell set the tone of the paper right from the start. The middle classes were now mostly able to read and were curious about the sleazier side of society. The emphasis was on reporting of vice cases, police reports of "immoral" women and prostitution. By 1920 the circulation reached 3 million, in 1939 4 million and by 1950 it was the largest selling newspaper in the world with a circulation of nearly 8½ million. Bell sold the paper in 1891 to Henry Lascelles Carr who appointed his nephew Emsley Carr as editor; a post which he occupied for 50 years until he died in 1941. In 1953 the famous invitation race The Emsley Carr Mile was inaugurated by his son in memory of his father. The first race was won by Gordon Pirie. 1969 saw the ownership of the paper passing to Rupert Murdoch after a long contest between him and Robert Maxwell for control of the paper. Publication ceased in July 2011 after 168 years following the phone hacking scandal. The final edition sold 3.8 million which was around a million more than would have been usual.



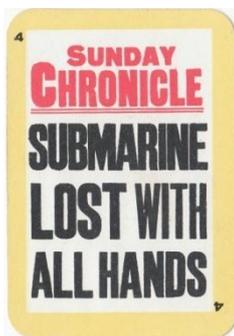
Observer founded as early as 1791 by W S Bourne the paper at first made unacceptable losses. As a consequence Bourne tried to sell it to the government which at first refused to buy it. A further approach resulted in the government agreeing to subsidise the paper in return for editorial control. In 1812 the paper was sold to William Innell Clement. Government control continued but gradually was less influential. One of their last schemes was in 1819 when of the 23,000 papers produced 10,000 were delivered free by postmen to the lawyers, doctors and "gentlemen of the town". Controversially, also in 1819, the paper ignored the government influence and published strong criticism of the events of the "Peterloo Massacre" named referring to the Battle of Waterloo four years previously. At this time the only people allowed to vote had to be male and own freehold land to a greater value than forty shillings (using average earnings to calculate the value

today gives the astonishing figure of over \$1.5 million!). In addition there was the fact that votes could only be cast in Lancaster. Of course this meant that hardly anyone in the working population had the right to vote. This was the time of the so-called "Rotten Boroughs". Extreme examples of these were Dunwich in Suffolk, where the village had almost completely been covered by the sea, elected two MPs as did Sarum in Wiltshire where there was only one voter! At the demonstration, which became a massacre, a crowd of around 60,000 had gathered and to disperse them the cavalry was used to charge them with their sabres drawn. Fifteen people were killed by the sabres, including a woman and a child, and around 500 seriously injured. The Observer was very critical and continued to press for reform of the electoral system. After several ownership changes, including the Rachel Beer period (see the Sunday Times above), in 1905 Lord Northcliffe bought the paper.



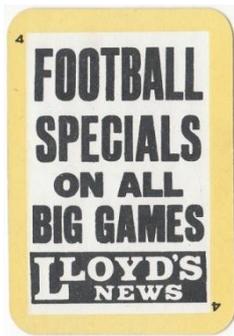
Sunday Express after C Arthur Pearson was forced to sell the Daily Express in 1916 because of his blindness (see Daily Express Above) the Sunday Express was founded by Lord Beaverbrook in 1918. It was the first English newspaper to publish a crossword puzzle. The puzzle was adapted for the English market from an American original. Arthur Wynne, a Liverpool journalist working in the US had invented what he first called the "wordcross puzzle" in 1913 which appeared in the New York World. The cryptic crossword puzzle we all know and love developed quite early in the UK but didn't catch on in the US until the 1960's. The headline "Glasgow Girl Wins Pathe Beauty Competition" on this card refers to the contests run by Pathe News in cinemas.

The Beauty Pageant began in the US in 1920 and was brought to the UK by Pathe News. The contests were judged by the cinema audiences in cinemas all over the country. A small prize was presented and Pathe filmed the girls to show in next week's Pathe News screening. Some of the films they made can be seen on the Pathe website now.



Sunday Chronicle published first in 1885 by Edward Hulton; at first both on Saturday and Sunday despite its title. Robert Blatchford wrote for the paper from the start. He was a socialist with connections in Yorkshire having worked as a journalist there. Blatchford was responsible for the support given by the paper for the Manningham Mills strikers in 1890/91. Manningham Mills was the largest silk factory in the world with 5000 workers in the 27 acres of floor area in this gigantic mill in Manningham near Bradford. Notices of reductions in wages were posted by the management of the factory for 1100 of the workers, mostly women. With negotiations refused the entire workforce reluctantly went out on strike but they had no strike fund

and had to get by as best they could. The strike was an important milestone in the formation of the Independent Labour Party (later to become the Labour Party of today). The organisational ability learned and the support received locally and nationally was critical and persisted even after the strike was over. On one occasion a rally of 90,000 was organised in Bradford town centre despite the police and council opposition. The strike eventually failed and workers returned to work. A combination of lack of strike pay and the fact that business had taken a downturn so that management had no urgent need to get production going again brought it to an end. The Mill still stands today. It finally closed in 1992 and in 2006 the first stage of its conversion into apartments was completed. The headline "Submarine Lost with All Hands" on the card refers to the unfortunate accident which befell a submarine in 1922. HMS H42 built in 1919 was practicing with British Destroyers near Gibraltar. The submarine surfaced unexpectedly 100 yards in front of HMS Versatile which was sailing at top speed and unable to take evasive action. Despite putting all engines in reverse the ship rammed the submarine amidships nearly cutting it in half. All the crew of the submarine was lost.

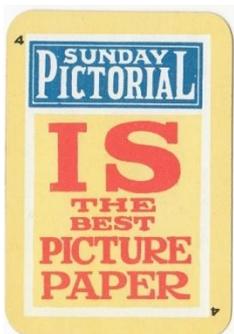


Lloyd's News was founded in 1842 by Edward Lloyd as Lloyd's Illustrated London Newspaper in an attempt to compete with the Illustrated London News, the emphasis being on pictures. At first sold for 2d, a third of the price of the target competition, Lloyd discovered that he should have been paying stamp duty after the first 7 weeks papers had been sold. The money for the duty had to be found and the paper's price had to be increased to pay for this. Relunched as Lloyd's Weekly London Newspaper at the new price of 3d it still sold well. After the appointment of Douglas William Jerrold as editor in 1853 circulation rose to 90,000. After Jerrold's death the next two editors were his son followed by his grandson. In 1860 the stamp duty was removed

from newspapers and immediately the price of the paper was reduced to 1d. This had a remarkable effect on the already popular newspaper's sales and by 1896 Lloyd's News was the first British newspaper with a regular £1 million circulation. The paper was so well known that in 1885 a famous Music Hall singer (born Matilda Alice Victoria Wood) stole the name to become Marie Lloyd. Her most famous songs were "Oh, Mr Porter!", "The Boy I Love Is Up In the Gallery" and "My Old Man Said Follow the Van". Edward Lloyd died in 1890 and Robert Donald took over as editor. He was also the editor of the Chronicle and a friend of David Lloyd George the prime minister. During 1918 Robert became critical of the PM's actions in the paper and this led to the take over and Robert's resignation as editor. (see the Daily Chronicle above)



The People Founded in 1881 by Sir William Madge and Sir George Armstrong this was the first declared Conservative newspaper. The Jack the Ripper reports provided much interest for the paper's readers in 1888, as they did for many newspapers. In 1913 Madge became the sole proprietor. At this point no further information could be found. This is surprising as newspapers are not usually shy of talking about their heritage. The People became part of the Trinity group as the Sunday People which in turn became part of the Mirror group.



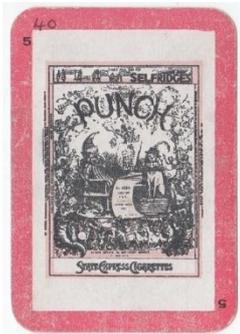
Sunday Pictorial Lord Rothermere founded the paper in 1915 with the emphasis on pictures and sport. It was a huge success, in six months the circulation had reached over 1 million copies. When Churchill resigned from the cabinet a short time after the Gallipoli campaign was a failure he began to write from time to time articles for the Sunday Pictorial. These were immensely popular and each time they appeared it added 600,000 copies to the sales of that issue. In the mid 1930's sales were falling but after the appointment of Hugh Cudlipp as editor they rose steeply again. By 1940 they reached 7 million. In 1963 the title was changed to the Sunday Mirror which remains today with around a 5 million circulation.

SET 5 - WEEKLIES

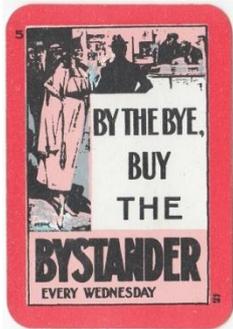


John Bull Founded by Horatio Bottomley in 1906 John Bull ceased publication in 1957. This man was dishonest through and through. His business career was riddled with fraud and deception. At the start of the First World War he was a fierce patriot believing that all Germans living in Britain were "human abortions, hellish fiends who can't be naturalised only exterminated". As he was a charismatic speaker he did a lot of recruiting for the army. He also supported General Dyer after his return to the UK following his recall from India after the "Amritsar Massacre". (see the Bulletin above).

Bottomley became an MP in 1906-1912 when he was expelled from the House for bankruptcy. He was elected again in 1918-1922 when he was again expelled from the House when he was sentenced to 7 years for fraudulent conversion. I wonder if the headline "The Big Bluff" in the magazine illustrated in the Fleet Street game refers to this event.

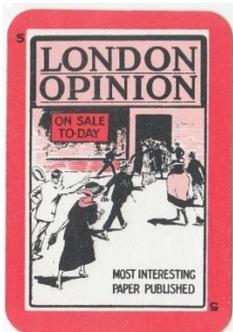


Punch Founded in 1841 with an initial investment of £25 Punch was published until 1992. It was revived again in 1996 but only lasted until 2002. The famous front cover which first appeared in 1849 was designed by Richard Doyle who was also the artist who drew the De La Rue Cheery Families that we all know and love.



Bystander Published from 1903 – 1940 when it merged with the Tatler. The magazine published early works by Daphne du Maurier who was the niece of the editor William Comyns Beaumont. The most famous of its contributors during the First World War was Bruce Bairnsfather with his classic Old Bill cartoons. This old soldier with his balaclava caught the imagination of the public who unlike members of the House of Lords were enraptured by his exploits and sense of humour. Bairnsfather based the character on his experiences as a soldier when he had suffered shell shock and hearing damage at Ypres. So popular was Old Bill that in 1917 there was a stage musical produced entitled "The Better 'Ole" starring him which even went on to cross

the Atlantic and appear on Broadway. A second piece was also performed, this time a play, in which Bruce Bairnsfather played himself in a small part. This was not a success. Later in 1926 Warner Brothers made a film based on "The Better 'Ole" which starred Syd Chaplin, the brother of Charlie Chaplin, as Old Bill. The playing cards featuring Old Bill were just the tip of the merchandising iceberg; all kinds of items were on sale at the time.



London Opinion Published weekly from 1904 – 1939 when it merged with Men Only which was a monthly magazine. This finally ceased publication in 1954. The London Opinion September 1917 cover design by Alfred Leete was reproduced to become the famous recruiting poster showing Lord Horatio Kitchener pointing forward with the caption "Your Country Needs You". In 1907 London Opinion started the craze for limericks by introducing competitions for prizes to complete a limerick. This was instantly an enormous success, so much so that they were forced to introduce a 6d entrance fee in order to pay for the prizes. Between July and December 1907 1,140,000 6d postal orders were bought, more than three times the usual number.

Because of the popularity of the competition many other magazines copied London Opinion and the New York Times reported that in 1907 in one week 495,894 people entered the competitions in 8 publications. I searched high and low for an example of one of these limericks but the only one I could find that included the last line contributed by the competition winner follows below.

There was a young maid of Dunblane
Who was rather inclined to be vain
It was curious to know
That she hadn't a beau
Cupid's arrow she viewed with disdain



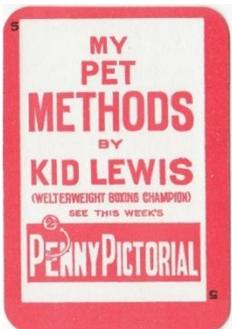
Pearson's Weekly First published by C Arthur Pearson in 1890 it was the first magazine he published after leaving his employment with George Newnes. From the first issue he wanted to make an impact and serialised an article from the American magazine *Cosmopolitan* by Elizabeth Bisland about a publicity stunt they carried out travelling around the World as fast as possible. Pearson entitled the piece "Around the World in 76 Days". Later in 1894 he sent George Griffith on a similar trip which he accomplished in 65 days. Pearson published the account of the trip as "How I Broke the World Record Round the World". Pearson was fond of science fiction and the magazine usually had at least one story in each issue including H G Wells *Invisible Man*. In 1939

publication ceased.



Answers was the first paper published by Alfred Charles William Harmsworth (later to become Viscount Northcliffe). This was the first step to what would become a huge publishing empire called Amalgamated Press. Soon he also published *Comic Cuts* ("amusing without being vulgar") and *Forget-Me-Not* ("for women"). Harmsworth went to school in Kilburn with the young H G Wells and the headmaster there, who was the father of A A Milne, encouraged him to start a school magazine, so that was where the publishing bug first bit. The flourishing company later bought *The Evening News* and brought it back from the brink to become a huge success (q.v.) Mrs May in the headline must have been an astrologer who wrote for *Answers* but there was no

real Mrs May at all. The name was used by other papers both in and out of Amalgamated Press at later dates.



Penny Pictorial (2nd Ed) First published in 1899 it was known as Penny Pictorial until 1922. Then it was Pictorial Magazine and later Pictorial Weekly until in 1933 it became Penny Pictorial again, closing in 1935. Originally the magazine was aimed at younger people publishing Sexton Blake stories from 1907 – 1913 but gradually it widened its market to include all ages. Kid Lewis who appears in the magazine's headline was born Gershon Mendeloff in 1893 in the East End of London. In 1915 he became World welterweight champion and later British and European welterweight champion as well. He retired in 1929. Later he acted as a bodyguard and a candidate for Oswald

Moseley's New Party which became The British Union of Fascists. He resigned from the party when he fell out with Moseley over the openly anti Semitic policy which had been adopted (Kid Lewis was a Jew). He was elected into the Boxing Hall of Fame in 1964 and he died in 1970.



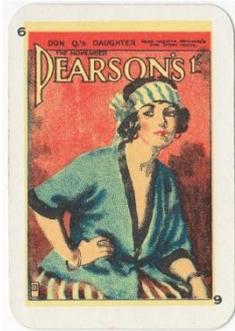
Tit-Bits was the first publication by George Newnes in 1881. It was at first entitled "Tit-Bits from all the Interesting Books, Periodicals and Newspapers of the World". First published in Manchester Newnes used the profits from his vegetarian restaurant to finance the magazine. H Rider Haggard and Isaac Asimov were contributors and in 1900 the first short story by P G Wodehouse was published. In that year the circulation reached 700,000. The first pin-up pictures weren't published until the early 1950's and in 1989 Tit-Bits was taken over by Weekend.



Woman's World (2nd Ed) Started as *The Lady's World* in 1886 it didn't go very well at first so Cassell, the publisher, brought in Oscar Wilde to edit the magazine. His contract was to work two mornings a week and his salary was £6 per week. It went a bit better for a while, Wilde solicited poetry from distinguished people such as the Queen Elizabeth of Romania and Princess Christian of Schleswig-Holstein, the third

daughter of Queen Victoria (christened as Helena) and even asked for a contribution from the Queen herself which was refused. Wilde was not very enthusiastic about his work and started turning up late or not at all so he was dropped in 1889. The failing magazine closed the following year. Oscar Wilde's trial and sentence to two years hard labour for "gross indecency" was to come in 1895

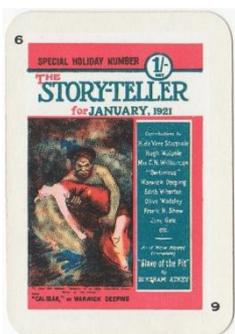
SET 6 - MAGAZINES



Pearson's Published by C Arthur Pearson from 1896 – 1939 Pearson's Weekly was very influential and specialised in the arts and literature. Contributors included George Bernard Shaw and H G Wells many of whose short stories were first published in the magazine. J M Barrie introduced his friend Hesketh Hesketh-Prichard to Pearson who suggested that he might like to write for the magazine. Hesketh-Prichard wrote a series of ghost stories about a "psychic detective" called Flaxman Low. Pearson actually presented these stories as being real much to the author's dismay. Pearson's Magazine was also the first British magazine to publish a crossword puzzle in 1922. The last editor of the magazine was W E Johns the prolific writer of Biggles books under the name of Captain W E Johns, a rank which he never held. Biggles first appeared in 1932 in "The Camels are Coming" and W E Johns continued to write novels, including nearly 100 Biggles Novels, until he died in 1968.



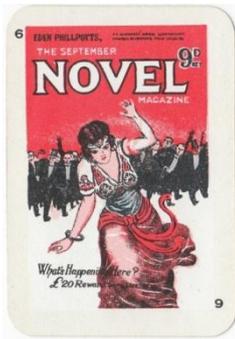
Nash's & Pall Mall Magazine founded in 1909 by James Eveleigh Nash was sold in 1910 to Randolph Hearst. Nash's and Pall Mall Magazine, also owned by Hearst, which had been founded in 1873 as an offshoot of the Pall Mall Gazette (q.v.), merged in 1914. In 1927 the two magazines were again published separately but not for long as they re-merged in 1929. Swinburne, Kipling and Conrad were among the famous contributors and Dennis Wheatley wrote his first published story, "The Snake", for the magazine. The final issue was in 1939.



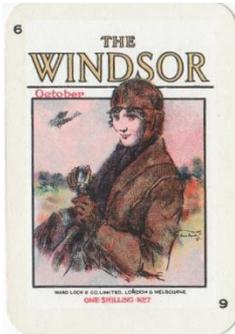
Story-Teller was a pulp fiction magazine (or just Pulp) first published in 1907 by Cassell. Contributors included Edgar Wallace, Rudyard Kipling, G K Chesterton and H G Wells. In 1927 it was taken over by Amalgamated Press and eventually in 1932 was merged with Cassell's Magazine



Royal started in November 1898 founded by Sir Arthur Pearson and according to a piece included in the magazine a million copies of the first edition were ordered. During the 1930's the title was regularly changed in an effort to keep sales up. In 1930 it became The New Royal Magazine, in 1932 The Royal Pictorial, in January 1935 The Royal Screen Pictorial and in June 1935 The Screen Pictorial. The final issue was September 1939. Agatha Christie's Miss Marple first appeared in a short story entitled "The Tuesday Night Club" published in 1926 in Royal Magazine.



Novel Magazine was published by C Arthur Pearson. Contributors included Rafael Sabatini and Anton Chekhov. My best guess as to publication dates is from the late 1800's to around the 1930's. I do know that the magazine was another of the "pulp" specialising in serialised novels. On the card you can read the name Eden Phillpotts as a contributor who was an American novelist and I can also just make out the names of P G Wodehouse and Edgar Wallace



The Windsor was published monthly from 1895 to 1939 by Ward Lock & Co. The intention was to appeal to the upper echelons of society with an overt reverence to the sovereign and the Empire. The first issue carried the following as part of its editorial. "...obedience to its Sovereign and to the public alike, mingling devotion to the gracious lady on the throne and to her three direct heirs". The format was for each issue to contain two serials, at least one short story and a poem. The magazines were also sold in bound volumes of six month's issues. Writers who contributed included Arthur Conan Doyle, Edith Nesbit and Rudyard Kipling. At the beginning of the Second World War in 1939 the announcement was made that publication would cease "due to the present difficult circumstances" it never reappeared.



The Strand Magazine founded in 1891 by George Newnes the Strand came on to the market with a bang selling 300,000 copies with the first issue and continued to regularly sell 500,000 copies up until the 1930's. The cover design was kept the same up to a change of format in 1941. It was designed by George Charles Haitè and it shows a view of the Strand in west central London looking east towards St Mary le Strand church. I am very familiar with this view as in the 1960's I worked for the BBC in Bush House, built in 1925, opposite St Mary le Strand, so building was most probably under way when this issue of the Strand Magazine was published in July 1920. The Strand was the first magazine to publish Sherlock Holmes stories. The headline "Have You Met Archie" refers to a character created by P G Wodehouse in a series of short stories mostly for the Strand (two being sold to an American magazine). The title of the story in this issue was "The Indiscretions of Archie". All the short stories were collected together to become a novel later published in 1921. P G Wodehouse was a very prolific writer; his first novel was published in 1917 and he was still writing in 1974 the year before he died. The magazine finally closed in 1950.



Cassell's Magazine was founded in 1853 and competed with the Strand Magazine. At first it was called Cassell's Illustrated Family Paper then became Cassell's Family Magazine in 1867 followed by Cassell's Magazine in 1874 and finally Cassell's Magazine of Fiction in 1912. A major contributor was Rudyard Kipling with his Raffles stories being serialised and Rudyard Kipling's "Kim" was also serialised. The writer Bertram Atkey featured on the cover illustrated on this card was a prolific writer who contributed to a lot of American magazines and also wrote at least one film script for "The Secret Kingdom", a British silent film of 1925 about a man with a mind reading machine who didn't like what he heard – sophisticated stuff! In 1927 Cassell's was sold to Amalgamated Press and merged with Story Teller (q.v)