

ALBURY HISTORY SOCIETY - alburyhistory.org.uk – SCRIPT

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[054 Percy Lloyd - Albury Photographer by Retta Casbard](#)

In association with an exhibition at Albury Village Hall.

Recorded at Blythwood, Shophouse Lane, Farley Green on 15 March 1995.

There is a set of 18 slides for this talk.

12 minutes.

054 Percy Lloyd - Albury Photographer, Opening and closing remarks by Retta Casbard

INTRODUCTION: Some Victorians considered the postcard a rather vulgar means of communication, because it could be read by all, but for the majority it was salvation, at last all the reluctant letter writers could discharge their obligations with a brief "Wish you were here. Love to all".

By 1902 picture postcard collecting had gripped the country, and between one and two million cards passed through the post daily.

I have recorded a short talk on the life and work of Percy Lloyd – Albury photographer and postcard publisher, which we hope will add interest to the exhibition. The main source of information was a recorded interview with his son Stanley, made by this Society in 1984 and an article by John Glanfield in the Postcard Collectors Gazette for August 1979. There are differences between the two accounts, but they are minor, usually only a year or two in respect of a date.

I will now resume my usual role as prompter to the man behind the projector.

CLOSING: I'm sure thanks to Trevor's magic you all heard me!

When looking at the exhibition you will notice that the early cards carried no publication imprint, or serial number, in fact stock supplied to agents often carried their imprint rather than Lloyd's. Local examples are H. Bullen at Holmbury St Mary, G. Bushby at Wonersh and F. Holt at Brook.

Another noticeable feature of Lloyd's work is that he didn't sanitize his views by delicately 'touching out' the evidence that his was a horse-drawn age!

I should now like to thank Anne Cheeseman (Percy Lloyd's grand-daughter) for allowing us to copy family photographs, Margaret Elston for pictures and information about Augusta Warren, Hugh Lee who has generously donated his Albury Postcard Collection to this Society and Albert Carter for kindly loaning his extensive collection of Lloyd postcards – it has been possible to display a small portion of these wonderful collections.

PERCY LLOYD - ALBURY PHOTOGRAPHER

James, Edward, Percy Lloyd (known as Percy), was one of Britain's earliest regional postcard publishers. He personally photographed all his production, his composition and definition of detail, making his surviving cards a fine record of South West Surrey at the turn of the Century.

① Upper St.

He was born on June 15th. 1865 at Upper Street, Shere, his parents James and Fanny (nee Padgett) already had three daughters. His father James was among the first amateurs to use and make daguerreotypes, introduced in 1839 as the first successful photographic process to produce finely detailed pictures. However, a disadvantage was that each picture was unique, it was not possible to produce copies. This early interest in the new art form was to be taken up by his son.

② Church Lane

By 1883, the family had moved to a larger house on the 6th. Duke of Northumberland's Estate, in Church Lane, Albury. The house was renamed "The Studio", it was also to become the Village Post Office, when in the same year James Lloyd became the Postmaster. Young Percy delivered the first telegram in Albury, addressed to the Duke of Northumberland at Albury Park. He took over the Post Office from his father in 1892-3, James having become Licensee of the "Percy Arms" in Chilworth.

③ Percy Arms

By this time, father and son had developed a useful photographic business with the usual private commissions, wedding photographs and wedding groups - such as the Browne family wedding group in the gardens of the Drummond Arms! There was also a demand for small portrait photographs known as "Carte-de-visite" which measured 3½ x 2¼ inches, it has been suggested that this example is Henrietta Potter, daughter of James Potter who was

④ Browne West.

⑤ Carte-de-visite

Albury Parish Clerk for 48 years. These charming carte-de-visite were used by photographers as introduction cards and they carried elaborate advertising matter on the back. The production of local views for "scrap albums" also proved very popular. A first-floor north facing studio was established, and a garden studio which Percy Lloyd preferred.

⑥ Elizabeth Lloyd.

On June 8th. 1895 at Albury, Percy married Elizabeth, Lily, Neal of Shalford, ~~these are~~ ^{only} the pictures of them which we were able to trace and ~~they~~ were taken much later in their lives. After the wedding breakfast at the Percy Arms, they honeymooned in Jersey. Percy Lloyd was then 30 years old, Postmaster and professional photographer, he was also very much the entrepreneurial Victorian. After a visit to Germany, (where the postcard had its first mass popularity, when issued to German soldiers in the Franco-Prussian war of 1870), he brought the idea of postcard publication back to Surrey.

⑦ Percy Lloyd.

He had found a German printer of collotypes (a planographic printing process), the printer has not been identified, but the introduction came about through the good offices of German Catholic Apostolic Clergy visiting Albury at that time. The minimum orders for these cards was to be 1,000 of each "shot" charged at 30/- plus postage per thousand, to retail at 1d. each.

⑧ Lasham shop.

In about 1895 he approached Frank Lasham, Guildford's leading stationer with the offer of a sole agency for Guildford. But Lasham was reluctant to become involved and only agreed when offered 12,000 cards free of charge until they were sold at 1d. each. Within three months he was asking for all the cards he could get, supplying the town's other stationers in bulk.

Demand grew quickly and agencies were negotiated throughout South West Surrey. We were told by his son Stanley that "there was a counter running the whole length of the shop, with nothing but postcards, and a stream of people coming in all day, some spending 17/- and 18/- at a time in buying them". Horse drawn G.P.O. vans were regularly making fully laden special deliveries to "The Studio".

The new venture caused Percy to give up the Post Office in about 1902, certainly in Kelly's Directory for 1907 he is listed solely as "Stationer and Photographer". He was by then photographing further

afield, West Sussex, Berkshire and Margate, where his family often spent their holidays. At Margate men were hired by the day to put on a white coat and do the rounds of the deck chairs with postcards at 1d. each or 2 for 1½d.

9 Painted card.
 A particularly pleasing feature of Lloyd's work is the occasional hand-tinted card. All were painted individually with painstaking brushwork, and none of the hasty colour-wash techniques sometimes found on other publishers work. His wife did some of the tinting, but the majority were the work of Miss Augusta Warren of Combe End, ^{MS}Shere. She was the daughter of Augustus, William Warren and Henrietta, Mary Warren (nee Bray). A gifted water-colourist, her painting added both charm and delicacy to many Lloyd postcards. Her father built Combe End in 1838 on land purchased from Henry Drummond of Albury Park - the piece of land being a field of beans measuring 2 acres & 5 perches. She inherited the property in 1887 and on her death in 1911, ownership passed to her nephew Bertram Warren. He described her as a "humorous and delightful old lady".

10 Augusta Warren
11 Combe End
 Percy Lloyd also used a certain amount of "artistic enhancement" to give depth and interest to his views by encouraging passers-by to pose etc. *but it is not his practice to fabricate the composition of a picture*
12 Albury
His three young children, Stanley, Hilda and Gladys, frequently accompanied him on photographic expeditions and are to be seen often in the cards. This is a formal portrait of Stanley, aged seven, the next slide shows him in the proof print for a postcard of the Padd^e ^{RO:11}Combes on Albury Heath. Likewise the Trap which ^{LLOYD}he initially travelled in, pulled by "Tommy" and driven by Bert Steadman from Water Lane, Albury, appear regularly in Lloyd's "shots".

13 Paddlescombe
14 Steam car
The horse and trap gave way to an American steam road car, a local sensation that caught fire in Ewhurst, but Lloyd had to give it up because heat and vibration affected his photographic plates. Also when photographing out of doors it was necessary to carry a considerable amount of rather heavy equipment, cameras and tripods were often made of materials such as mahogany and brass. He later bought a de Dion Bouton open tourer with a rear "dickey seat", it was still the only motor car in Albury and on occasions was useful as a local emergency

works were photographs of the present.

call-out vehicle.

An anticipated move to 100, High Street, Guildford, in 1904 fell through and he continued to operate from Albury - this gives rise to confusion, because some postcard issues are imprinted "Lloyd, Guildford" as is his stationery and advertising material of that period.

The majority of the postcard production was clearly the output of the original German printer, the remainder were printed by F.Hartmanns at their Saxony works. Hartmanns operated in London from 45-46 Farringdon Street, having begun publication in Britain in 1902. By the end of 1905 Lloyd had engaged The Photophane Company to print for him at Brockley, near Lewisham. For all three printers, new Lloyd issues appear to have ceased in about 1906. Repeat orders continued to be placed until the outbreak of war in 1914, when lines of communication and supply with Germany were severed and his photographic plates held there were destroyed. Percy Lloyd did not resume volume production after the war, by then there were many publishers competing for the market and the G.P.O. delivered the ~~coup de grace~~ ^{final blow} by doubling the postcard mailing rate to 1d. in June 1918.

^{16 Stanley}
^{Widely Gladys} His son Stanley left the R.A.F. in 1921, this is a photograph taken with his sisters while he was still serving. He joined his father a year later in setting up a new business at 4, High Street, Guildford, as a photographic studio and retailers of cameras and equipment. Lloyd senior moved to "Selwyn", 42, York Road, Guildford, with the intention of retiring, but the new business was to keep him active until his death on July 6th. 1946, aged 81 years. The business continued until 1969, following a move in 1953 to 144, ^{THE} High Street.

^{17 Upper St.} The Guildford shop that Percy Lloyd knew was demolished for road improvements, but the cottage in Upper Street, Shere, where he was born, ^{1/10 area} and "The Studio" in Church Lane, Albury, are still there. While in the Albury Hall, a clock inscribed "Lloyd, Albury Post Office", still keeps good time.
^{18 Search Lane}

Although it is not known conclusively how many different cards Percy Lloyd issued, the suggested figure is 800, including some duplication

of exposures. Taking the known minimum print order of 1,000 cards per plate, the lowest possible figure for the total production would have been 800,000 - but in fact, repeat orders and bigger initial runs would have taken the total well beyond that figure.

Lloyd postcards are still much sought after and collected, both for the artistic and technical merit of the early photographic work and also as a unique record of the social and economic changes that the invention of photography coincided with.

Retta T.L.Casbard.

Sources; i) The Postcard Collectors Gazette, 1979,
article by John Glanfield.

ii) "Mr.Stanley Lloyd" - a recorded interview
made by the Albury History Society in 1984.

AUGUSTA WARREN

Augusta Warren of Coombe End, Shere, was the daughter of Augustus, William, and Henrietta, Mary, Warren (née Bray). Obviously a gifted colourist, her painting added both charm and delicacy to many of Percy Lloyd's hand tinted postcards. The duplicate cards in the centre of this display illustrate the subtle differences which inevitably resulted from the process of hand painting each card, and the artist's flight of fancy!!

Two postcards showing Shalford Road with the trap, pulled by "Tommy" and driven by Bert Stedman from Water Lane.

An enthusiast of the new mode of transport, Percy Lloyd was an early owner of a motor car, first a Stanley Steamer, to be followed by a De Dion Bouton tourer - similar to those shown here.

Frank Lasham's Stationery shop in The High Street, Guildford, in 1878, now the site of 'Ouiset'.

Augusta Warren and a family group at Coombe End, Shere.

TOP

The Gadd Family wedding group, in the garden of Honeysuckle Cottage, Little London. C.1903

BOTTOM

The Browne Family wedding group in the garden of The Drummond Arms. C.1906

Photocopy of an invoice for wedding photographs, August 1883.

Carte-de-Visite (thought to be of Henrietta Potter) and two examples of advertising matter on the reverse side of such cards

Three early Lloyd postcards together with copies of the proof prints - taken in an area south of Albury Village which was known as 'The Paddlecombs'. The coloured photographs show contemporary views.

A Lloyd photographic portrait of Stanley Lloyd, aged 7 years, he appears to be wearing the same suit in the proof prints.

Upper Street, Shere, - the cottage in the foreground is thought to be the birthplace of Percy Lloyd.

Percy and Elizabeth Lloyd (née Neal) and their children, Hilda, Stanley and Gladis* (* not Gladys). Also Stanley as a boy with the family pet Pip - often seen in Lloyd postcards with the children.

The house in Church Lane, Albury, which was known as "The Studio" and The Village Post Office - home of the Lloyd family, C.1883 to C.1922.

*Ann Cheesman,
(Stanley Lloyd's daughter)
Tel. Farnham 713744*

*No 46 Middle Bovey Lane,
Farnham.*

- 1 Llyps Street, Steve (old picture) ✓
- 2 Church Lane, Abby (old picture) ✓
- 3 Percy Arms, Chelworth ✓
- 4 Brown Wedding Party (ground of Greenand Assoc) ✓
- 5 Gata-de-vaite ✓
- 6 Elizabeth Lloyd ✓
- 7 Percy Lloyd ✓
- 8 Lockman Ship ✓
- 9 Handwritten Postcard ✓
- 10 Augusta Warren ✓
- 11 Coomb Road, Steve ✓
- 12 Stanley Lloyd (aged 7yrs) ✓
- 13 Proof of Paddlecombe postcard ✓
- 14 American Steam Car ✓
- 15 De ^{Don} Boutin (De D-ON) ✓
Boutin
- 16 Stanley, Hilda and Gbactys ✓
- 17 Llyps Street, Steve (comp.) ✓
- 18 Church Lane (comp.) ✓

Margate.
Percy Lloyd.
Hall Street

054

Introduction

Some Victorians considered the postcard a rather vulgar means of communication, because it could be read by all, but for the majority it was subvention, at last all these reluctant letter-writers could discharge their obligation with a "brief" ~~letter~~. Well you were here. Love to all!

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~~Along~~ In due thanks to Lewis' magic you all loved me! When looking at the exhibition you will notice that the early cards carried no publisher's imprint, or serial number, in fact, stock supplied to agents often carried these imprints rather than Lloyd's — local examples are H. Butler at Holmby St. Mary, G. Bushby at Wrexham and F. Holt at Book.

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