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Lady's Pictoral

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Lady's Pictorial (1880-1921)

In an interview published in *The Sketch** in 1895 Alfred Gibbons* recounts his conception of the *Lady's Pictorial* as a rival to the *Queen**, bringing out the first number in September 1880 as a 3d monthly illustrated paper for ladies. In March 1881 it became weekly, still costing 3d. Three years later, when Gibbons was joined by William and Charles Ingram* of the *Illustrated London News**, the journal increased both in size and cost, and remained at 6d until 1918. After that it went up to 9d, and then rose to 1/- two years later before it merged with *Eve* in February 1921. At a time when periodicals flourished and perished rapidly the *Lady's Pictorial* was remarkably long-lasting, perhaps because from the very beginning it aimed to be more than a mere fashion and society magazine, and regularly published articles on the enlargement of women's sphere, including several series on employment for women. The editors also made a point of employing a large number of women on the staff. Many used pseudonyms, but others such as Ella Hepworth Dixon* signed with their own names. Moreover, especially for its Summer and Christmas Numbers, the *Lady's Pictorial* could boast of prestigious pens such as Rhoda Broughton, Marie Corelli, Violet Hunt and Mrs Oliphant. It also employed avant-garde artists such as Maurice Grieffenhagen, Dudley Hardy, Bernard Partridge and F.H. Townsend.

VF 227 words

AE Linda Hughes

Sources:

Waterloo Directory; *Wellesley Index*; *Fortnightly Review* 1894; *The Sketch*, 30 Jan. 1895; *The Woman at Home*, 1898.

Headword Index

Ella Hepworth Dixon

Illustrated London News

Queen

The Sketch

Name Index

Broughton, Rhoda

Corelli, Marie

Gibbons, Alfred

Grieffenhagen, Maurice

Hardy, Dudley

Hunt, Violet

Ingram, Charles

Ingram, William

Mrs Oliphant

Partridge, Bernard

Townsend, F.H.

Theme Index

Advertising

Employment for Women

Fiction

References

Philips, Evelyn March. 'Women's Newspapers', *Fortnightly Review* LXII, 1894, pp. 661-670.
(Unsigned) 'Journals and Journalists of Today XXXIII – Mr Gibbons and the "Lady's Pictorial"'.
The Sketch, 30 Jan. 1895, p. 23.
(Unsigned) 'Two Great Ladies' Papers. 1. "The Lady's Pictorial". *The Woman at Home*, 1898, pp. 561-565.

TEMPLATE

Imprint

Lady's Pictorial, merged with *Eve* 26 Feb. 1921

September 1880-1921

Publisher and proprietor initially Alfred Gibbon (died March 1900), but from 1896 Chew cited as publisher for four years, then no name given.

Began as monthly women's magazine, then became weekly illustrated ladies' paper

Ownership

Proprietor: Mrs Ada Ballin (according to Waterloo Directory, but no dates).

Readership: upper middle class women

Material Properties

Size: 1881- 41 cm, 24pp; 1900- 45cm, 32 pp + 12pp adv.

Illustrations: engravings, photographs.

Adverts: largely financed paper

Periodicity/Price

Originally monthly 3d, then weekly (Saturday) initially costing 3d, then increased to 6d in 1884 and remained at that price until 1918 when it increased to 9d. and appeared on Weds. In 1920 it increased again to 1/-.

Editorial

Editors: W.P. Chew 1896-1900

Anonymity/initials/ signatures: favoured signatures, although employed pseudonyms as well.

Contributors, especially for Summer + Christmas Specials, include Rhoda Broughton, Marie Corelli, Ella Hepworth Dixon, Mrs Fenwick Miller, Eliza Lynn Linton, Mrs Oliphant, Mrs Stannard ('John Strange Winter').

Departments: Art and book reviews, drama and music criticism, fashion including Autumn and Spring Collections, fiction – short stories and serials, gossip, health of ladies and children, house beautiful, letters page, society functions