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**GREENWOOD, FREDERICK (1830-1909)** Frederick Greenwood was one of the most prominent, prolific, and influential journalists\* and editors\* of the nineteenth century. From a very early age, he earned his living by writing for a variety of newspapers and journals. The first periodical he was closely associated with was Henry Vizetelly's\* *Illustrated Times*, to which he made regular contributions from 1855 onwards, and which he eventually came to edit. In 1861, he established himself more firmly as a professional editor with the weekly\* *Queen*\*, for which he had formerly acted as dramatic critic. When the journal was combined with the *Lady's Newspaper*\* in 1863, and acquired a more pronounced feminine slant, he resigned. In 1862, he was appointed editor\* of the monthly\* *Cornhill Magazine*\* by its proprietor\* George Smith\*, with whom Greenwood had established close relations. Greenwood did not stay with the *Cornhill* for long. He found Smith prepared to back a new and daring publishing venture, and on 7 February 1865, the first edition of an evening daily\*, the *Pall Mall Gazette*\*, saw the light, with Greenwood as editor. Leslie Stephen\* famously dubbed it 'Greenwood's incarnation', and for 15 years, his editorial dominance remained unchallenged. He acquired a reputation as 'the perfect editor', finding and fostering new writing talent, and thereby leaving a permanent mark on the Victorian literary scene. As Greenwood became more Conservative and anti-Gladstonian/pro-Disraeli in his views, so his political\* influence grew: Disraeli's purchase of the Suez Canal shares of the Khedive of Egypt in 1875 was Greenwood's suggestion.

When the *Pall Mall* changed owners in 1880, and Greenwood was faced with having to take the paper in a Liberal direction, he angrily resigned and shortly afterwards retaliated by launching the *St James's Gazette*\*, another evening daily that he also edited, and modelled closely on its predecessor. Its editor's hard-line Conservative views did not endear it to the general public, and a dispute about editorial control with the owner, Henry Hucks Gibbs, caused Greenwood to give up the editorship of *St James's Gazette* in 1888. The weekly *Anti-Jacobin* (31 Jan. 1891ff), which Greenwood then started, never got off the ground properly and lasted less than a year. This was his final editorship, but he continued to write prolifically on social and political issues and journalism itself in *Blackwood's Edinburgh Magazine*\*, *Contemporary Review*\*, *Cornhill Magazine*\*, *New Review*\*, *Nineteenth Century*\*, *Saturday Review*\*, and *Westminster Gazette*\*. Two arti-

cles by his hand even graced the pages of the *Yellow Book*\*. In addition to his journalistic work, Greenwood published fiction and poetry, but it is as one of the century's great editors that he will mostly be remembered. OD

Sources: ODNB, Scott 1950, *Waterloo, Wellesley*.

**GREENWOOD, JAMES (1832-1929)** James Greenwood (1832-1929), younger brother of Frederick Greenwood\*, first editor of the *Pall Mall Gazette*\*, achieved fame as a pioneering reporter of New (investigative\*) Journalism\* through his brother's influence: disguised as a beggar with his friend Blackstone, his undercover accounts of an overnight stay in a casual ward of a London workhouse caused a sensation in 1865. Frederick persuaded a reluctant James, then a contributor to *Welcome Guest*\*, to take on the project for £30 or £40 down, and 'more if it turned out well' (Scott: 166). Their account, 'The Amateur Casual', appeared in the *Gazette* over three issues. Immediately effective, the story invigorated sluggish sales, increasing circulation\* by 1,200 issues per day. Greenwood and Blackstone were lionised for what was presented as extraordinary courage and daring. The story appeared in *The Times*\* and as a pamphlet, republished many times, along with Greenwood's follow-up reports on the underbelly of London life entitled *The Seven Curses of London* (1869). W. T. Stead later credited 'the storm of indignation' over 'that one night in a casual ward' with the beginning of Poor Law reform (Scott: 168). William Hardman, editor of the *Morning Post*\* called it 'an act of bravery' that should earn the reporter 'the V.C.'. The melodramatic responses, as Robertson Scott observed, highlighted the enormous gap between rich and poor at the time and the pervasive ignorance of the actual conditions in which the poorest classes lived (Robertson Scott: 168).

Described by Hall Richardson as 'a short, squarish, good-humoured man, dressed in a long black frock-coat... the cut of a slum missionary' (cited in Robertson-Scott: 170), James Greenwood alienated his brother by moving from the *Pall Mall Gazette* to work for the *Daily Telegraph*\*, though he maintained an interest in London life, writing articles on the problem of employed adolescents and initiating the *Telegraph's* Children's Country Outings fund. As author of the popular 'One of the Crowd' columns\*, he contributed articles and fiction throughout the late 1860s and 1870s, mostly based on London, to a range of British and American journals, including *Hours at Home*, *Eclectic Magazine* and *Saint Paul's*\*. In addition to his journalism,