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# AN ENGLISH ENAMELLED STEEL ADVERTISING SIGN

early 20th Century, By Imperial Signs of (Old)ham(?)

the triangular sign with "1D Daily Graphic" in white text on a blue field, abrasions and losses to the edge,

DIMENSIONS: 36cm (14<sup>1</sup>/<sub>4</sub>"") High, 45cm (17<sup>3</sup>/<sub>4</sub>"") Wide

STOCK CODE: 47345



## HISTORY

The *Daily Graphic* in the United Kingdom was first launched in 1870 by the *Daily Graphic* Company, founded by William Ingram. It was originally conceived as an illustrated newspaper, designed to provide detailed visual and written accounts of current events, a novel concept at the time. It gained rapid popularity for its high-quality illustrations, which provided readers with a unique way to engage with news, particularly on events like royal affairs, major public figures, and global developments.

The *Daily Graphic* was one of the most influential publications in Britain, known for its pioneering use of photography and illustrations in its coverage. The paper offered a mix of social, political, and entertainment stories, quickly becoming an essential daily read for a wide audience including in North America and the wider Empire.

It had always competed with the *Illustrated London News* but, over time, the paper faced increasing competition from other publications, including the rise of more modern and visually focused competitors. The *Daily Graphic* eventually ceased publication in 1932 due to financial challenges and shifts in the media landscape, including the rise of tabloid journalism and other more dominant newspapers.