

A. L. SINCE 1688

Lloyds: Is there a more famous commercial name in all the world? For a few days the great institution is turning back the pages of history in an exhibition. 17th century Tower Street contained a coffee house owned by one Edward Lloyd. Men of the shipping world gathered there to do business. To these merchants and ship owners an official read out the latest intelligence of the sea. Thus began Lloyds.

The Nelson Room contains plate presented to Nelson, out of the Lloyds Patriotic Fund. It came back to Lloyds after his death.

Carried by Lloyds is a large proportion of the insurance of the shipping world. Within easy memory are several sinkings, record of which is in the Loss Book there. The *Pasir*, for example, the gallant *Pasir* was a sailing ship, but even modern liners are sometimes casualties.

The troopship *Empire Windrush* took fire in 1954.

The great French Line *Normandie* (renamed *Lafayette*) became a wreck in New York harbour in 1942. She took fire and then sank on the mud, under the weight of water pumped in. Three years ago the *Andrea Doria* sank after collision with the Swedish ship *Stockholm* in spite of radar. Each Captain declared that the other was responsible.

And here is the never-to-be-forgotten *Flying Enterprise*, which went down off the Scillies in 1951. Her commander, Captain Carlsen, stayed on board, despite extreme peril, till it was obvious that nothing could save the ship. So, at Lloyds, written in the Loss Book, is condensed the history of disaster of sea.

No wonder the place is world-famous. Indispensable to international trade, Lloyds of London.