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[copy typed by Douglas K. Jardine, one of Charles Kennedy Jardine's great grandchildren, April 2009, from a faded copy of the original publication]

The Late Mr. C. K. Jardine

Died, May 5th, 1902

The sad news which reached this colony on Monday night of the death at his residence, North Kelvinside, Glasgow, of Mr. C. K. Jardine, came as a painful shock to his friends and evoked expressions of deep regret from all who knew and respected him. Less than a month ago Mr. Jardine left Georgetown by the R.M.S. Eden for a six month holiday in Scotland, and appeared to be in perfect health. The first intimation to the contrary was received by cable on Monday evening when a brief message to the effect that he was seriously ill came through. A few hours later the news that he had passed away arrived and created a profound impression as soon as it became known throughout the city. In his fifty-fourth year, and apparently as active and strong as ever, Mr. Jardine on his departure looked one of the last men in the world to suddenly succumb to any attack of serious illness. No news stating the cause of death has yet been received, and therefore this can only be surmised. But as the deceased gentleman had suffered at intervals over a long period of years from bronchial troubles it is believed to be not unlikely that a chill contracted on the voyage may have developed an attack of pneumonia or some kindred illness, bringing about the fatal termination stated.

HIS LIFE STORY

EARLY DAYS IN GLASGOW

Mr. Charles Kennedy Jardine's life story is one of exemplary and continuous application to duty, of strenuous labour which was rewarded by signal success. Singularly uneventful, containing no stirring episodes or incidents outside the ordinary routine, it presents an object lesson of what a man possessed with intelligence, determination, and power of application can achieve in spite of obstacles when he sets himself to attain his purpose; and as such may perhaps serve as an incentive to others who have become too easily discouraged by initial failure. Born at the market town of Maybole in Ayrshire on October 1st, 1848, Mr. Jardine went to Glasgow at an early age and was apprenticed when quite a youth to Mr. R. H. Melville, stationer, of St. Vincent Street, in that city. Here he gained some insight into the manufacture of stationery which served him in good stead later on. As a boy he was a keen lover of books and spent his spare money in purchasing literature of all kinds, always with a curious aesthetic preference for the older and more handsome editions. While learning the stationery trade, he extended the scope of his reading and added to his stock of books. In this way—in steady application to business, and in reading widely during leisure hours—the years passed until he attained the age of twenty-two.

He had one other hobby, however, which divided with reading his spare time, and that was gymnastics. Naturally of athletic build, he entered with zest into all sorts of manly exercise, and attained such proficiency that before he was twenty he was leader of a small private gymnasium in the city where he himself and a few friends developed their muscles, perfected themselves in exercises with the bars, with the gloves, and with foils and singlesticks. It was characteristic of Mr. Jardine, however, that he did not neglect either his work or his reading, but apportioned his time in the same precise, methodical manner which enabled him in after life to achieve so much single-handed.

OFF TO DEMERARA

Though so keenly addicted to athletics, Mr. Jardine was troubled with a delicate constitution, and the air of the great Scotch metropolis did not improve it. His health began to give way, and partly on this account, partly impelled by that spirit of independence which has prompted the true-born Scot for generations to seek his fortune overseas, he applied for and obtained a situation in Georgetown in 1870, arriving here in the middle of that year apprenticed to the firm of Pasley, Templeton & Company, general drapers. He had had no previous experience in that line, however, and in fact was not cut out for work behind a counter. He stuck to it for nearly two years, but finding the business by no means congenial he effected the cancellation of his indenture, gaining employment as a clerk in the firm of W. B. Jamieson, stationers, who occupied the premises now in the occupation of Messrs. Baldwin & Co. At first he again served behind the counter, but his employers soon discovered his usefulness in the manufacturing department and he quickly gained a position of trust there. It was work which he knew, work which he found congenial, and he entered into it with the same thoroughness that had characterised his 'prentice days in Glasgow. By systematic business methods he succeeded in materially improving the firm's connection, and his untiring energy and ability to manage found that scope which was the one thing necessary for their full development. While Mr. Jardine's attention to detail and capacity for methodical organisation was given full play, however, he did not forget his athletics and his books. He had brought with him one of the finest collection of books ever shipped by any young colonist across the Atlantic to Demerara—for those were the days when the young men who came to British Guiana devoted very little of their time to reading. Mr. Jardine also established a gymnasium in conjunction with a few kindred athletic spirits in Water Street, and here he was the leading athlete of the lot, giving lessons to and encouraging many young men from home who would otherwise have taken no exercise at all of the right sort.

CONNECTION WITH THE "COLONIST"

After two or three years' service at Jamieson's, Mr. Jardine, who had been disappointed in certain expectations which he had formed in consequence of an undertaking given him, severed his connection with that firm with the intention of starting a stationery business of his own. With this object in view he went home, but finding on his return to the colony that the prospects were decidedly unfavorable, he decided to abandon the venture for the time being, and in 1875 established his first connection with the press of the colony—a connection that remained unbroken, one continuous record of success, from that time to the day of his death. *The Colonist*, then an eight-cent paper and the "only daily" in the colony, was at that time in the hands of Mr. McDermott, an Irish gentleman of genial temperament. As a result of inefficiency the paper had got into low water when Mr. Jardine went into Mr. McDermott's employ as manager of the stationery manufacturing department. But his organising ability soon asserted itself, and when after a short time he assumed full control of the business, he lifted it out of its financial embarrassments and placed it on a sound financial footing. Method, organisation, and systematic pushing resulted in a marked change in fortunes of *The Colonist*. Mr. Jardine took the advertisement department in hand, thoroughly reorganised it and induced business firms to adopt

a plan of regular routine advertisement. He also took the stationery department in hand, with similar satisfactory results. During the term of his management of the concern the position of affairs changed from unsatisfactory depression to a thoroughly sound businesslike state. During the first year of his engagement on the *Colonist*—on the 11th of February, 1875—Mr. Jardine married Miss Semple, the daughter of Mr. David Semple of Glasgow, and a girl friend of his boyhood. A lady of singularly sweet disposition and force of character, she proved a wonderful help to him in his earlier struggles as newspaper proprietor.

THE “DAILY CHRONICLE” ESTABLISHED

Gradually the *Colonist* increased in influence, and as it did so Mr. Jardine’s desire to take an active share in the management of the paper itself grew also. He had no journalistic knowledge, but his connection with the paper had quickened in him an instinct akin to journalistic, which enabled him to perceive in what essentials the press of the colony was lacking. A hard thinker and a man of singular clearheadedness and commonsense, he took a deep interest in the colony from the moment that he landed—an interest which deepened as the years rolled by. In order to be enabled to give effect to his own ideas, he approached Mr. McDermott with a view to entering into partnership or taking over the paper. A virtual agreement in favour of the latter plan was concluded, and when Mr. McDermott went to Ireland for a holiday in 1880, it was understood that Mr. Jardine should become proprietor of the *Colonist*. Unfortunately for Mr. McDermott, however, he drew back from fulfilling the verbal agreement, and thus lost the services of the man who had extricated his paper from the depths to which it again descended soon after Mr. Jardine’s connection with it was severed. Failing to obtain his object in the manner he desired, the latter determined to strike out for himself. He had a small capital, with which he felt justified in embarking upon an undertaking destined to meet with success beyond his expectations. This was the establishment of a new cheap daily paper. The idea was a bold one to conceive at a time when there were three other journals in Georgetown, but that unwavering determination which enabled Mr. Jardine to hold his own to the end served him in good stead. He not only persevered in his project but brought to bear in its execution the full extent of his commercial ability and indomitable energy. He proceeded to England, selected the whole of his plant himself, and came back sanguine of success. On Friday, November 4th, 1881, from unpretentious offices in Hinks Street, the first edition of the *Daily Chronicle* was issued—the herald of the most successful venture in journalism that this or any other West Indian colony has ever seen. There were not wanting gloomy prophets who foretold a speedy, balloon-like collapse of the venture. But Mr. Jardine had faith in it, and the success, which attended it from the commencement, justified that faith.

REASONS FOR THE PUBLICATION

The venture was a daring one. The *Colonist*, the price of which was eight cents, the *Argosy*, which cost the same, and the *Royal Gazette*, which sold at double that amount, were all in the field, and at least two of them had a hold on the public; yet Mr. Jardine had the hardihood to start a daily at only four cents, in the belief so clearly expressed in the following extract from the leading article of the first issue:-

The time has emphatically arrived for the successful inauguration of a cheap press in British Guiana. There are two broad reasons why this is so: first, the tendency to cheapness has been and is working around us on every hand; and second, the wide extension of the reading section of the community. A variety of influences have contributed to bring about the latter result. Year after year there has been a steady influx of Europeans to the colony, whilst internally the praiseworthy attention which the Government has devoted to the diffusion of education amongst the young has not been unproductive of good. At no period, we imagine, has the English speaking element of our

society been so large. But, while British Guiana has kept pace with the progressive spirit of the times, in the majority of things, the mass of our people has been neglected, and the newspapers, with one exception, have continued their issue at a price utterly beyond the means of all except those who viewed in the light of worldly possessions may be classed as the favoured few... We intend that our journal shall be conducted in a thoroughly independent spirit, purely as a commercial enterprise, and we do not profess to be the especial organ of any particular party, religious or political.

As a matter of fact there was room for a new daily paper,—a paper free from the objectionable features of the old journalese school, with its pettifogging trivialities and its descents to the depths of personal vituperation. That Mr. Jardine clearly recognised this is shown in the following extract from the prospectus of his news paper:-

In our leading columns colonial and local topics will be freely but dispassionately discussed; and in this connection 'Fair play all round' will be the animating motto of the Chronicle. In political affairs we shall take our stand on sound constitutional principles: but while offering the most uncompromising resistance to all hasty and ill-conceived innovations, or encroachments on established customs and usages, we shall not hesitate to advocate such reforms—legislative, administrative and economical—as may appear to us to be advisable and called for by the exigencies of the times. While firmly upholding our own views, we wish it to be clearly understood that we shall at all times treat with the utmost respect, and with all proper deference, the opinions of those who may differ from us, and shall always be prepared to accord to their proposals or suggestions the most careful and candid consideration. The discussion of social questions will be confined within the limits prescribed by a rigid regard for the privacy of domestic life. All personalities will be carefully avoided. The paper will be absolutely independent in its character. We shall adopt no partisan views in dealing with public questions, and whilst we shall not stint the free expression of our convictions, we shall endeavour to be strictly fair and impartial, keeping in view the welfare of this important and thriving colony/

A TRIUMPH OF ORGANISATION

In the hands of a less capable man the new venture might have been doomed to ultimate failure; under Mr. Jardine's guidance it gradually gained in influence and power until it attained a position of pre-eminence in the West Indian press undisputed at the present time. That position was not reached in a day or a year, but by steady continuous, unremitting devotion to business, perfect organisation, keen attention to detail, and the influence of an intellect clear, forcible, and unclouded by prejudice. Mr. Jardine started in a small way of business; he worked like a slave day and night; he left nothing to others which he could do himself; he watched over this paper of his creation, tended it, guarded it, and cherished it. He gave it a definite policy, gained for it a reputation for level-headed judgement, and by the literal force of his own powerful individuality commanded for it both respect and support. It is with the utmost delicacy that reference is made here to the part that Mrs. Jardine played in this work. She was unsparing in her efforts to help and rendered every real and valuable assistance, throwing the whole weight of a well-balanced intellect and a mind of pronounced organising capacity into the work of the paper. In fact, it was that simple yet perfectly working system of methodic organisation which contributed in the largest degree to the success of the new paper.

THE ROAD TO SUCCESS

Opposition was steadily broken down; rapidly, in fact, in the case of the *Colonist*, the decline of which started with Mr. Jardine's departure from that paper. In three years Mr. McDermott was obliged to offer the paper for sale, and it was his previous manager, who by some strange irony, bought the undertaking, incorporated the *Colonist* with the *Chronicle*, and took over all the plant.

A year later the *Royal Gazette* lost the Government printing contract. Mr. Jardine had, by the most unremitting attention and a phenomenal expenditure of energy, freed the whole of his plant and undertaking from initial outlay and debt, and determined to obtain the contract if he could. He succeeded, and with his usual thoroughness prepared to do all in his power to keep it. With that end in view he proceeded to England to select the requisite plant,—for he always preferred to do things like this himself rather than leave them to the care of agents, however trustworthy. A great sorrow befell him on his return, for his second child, a bright little boy of six, had been taken ill during his father's absence from the colony. The ship by which Mr. Jardine returned could not enter for some hours after she arrived at the bar owing to the tide, and the late Mr. Hugh Sproston performed a graceful act of kindness in sending out a special tug which conveyed Mr. Jardine to land so that he was able to see his son before the little one passed away. Those who knew Mr. Jardine's deep love for children can understand how heavy a blow this was to him, and will also appreciate the statement that it was thoroughly characteristic of the man that in the midst of such sorrow he still attended assiduously to his duties. He quietly but efficiently completed his preparations, and in June 1887, when the *Royal Gazette* after having dropped its price to two cents in vain, followed the example of the *Colonist* and went into the market, he bought the premises, and altered them to suit his plans. From that time to the present the paper has been issued from those offices.

THE POWER OF ADMINISTRATIVE DETAIL

As the *Chronicle* rose in influence it began to mould, and later to direct public opinion, and there can be no gainsaying the fact that it has wielded a powerful influence for good upon the politics of the colony. This would never have been the case had Mr. Jardine been a man without ideas. But he was brimful of ideas, and formed his judgements calmly and decisively, framing for the paper a policy according to those judgements and never departing from a fixed line save in the public interest. No man had the interests of the colony and the welfare of its people more at heart; no man has done more to advance those interests and further that welfare. And while engaged in this important work—the fruits of which are destined to influence future generations for some time to come—he never neglected the smallest trivialities in connection with the paper and business. The commercial machinery worked with the regularity of clockwork; the advertisement department was worked with a thoroughness and in a systematic manner new to local newspapers; and on every section of the business Mr. Jardine's watchful eye was continually being fixed, with the result that minor faults were eradicated, and eventually an organisation evolved which bespoke a master mind with a wonderful power for administrative detail behind it all. A level was reached in the history of West Indian journalism that had never been reached before, and Mr. Jardine's remarkable individuality and phenomenal strength of purpose maintained the *Chronicle* at that level through years of varying stress and opposition, never wavering, but always taking a clearly defined stand. His sincerity had a great deal to do with this, for it won him the respect of the people. He was one of the original guarantors of the Demerara Mutual Life Assurance Company when that institution was established in 1891, but when he disapproved of certain innovations and sold out his large holding in order that the *Chronicle* might criticise these innovations freely, the public recognised that he was not only in earnest, but imbued with a thorough sincerity of purpose. This, again, added to the paper's influence.

ALOOF FROM PUBLIC LIFE

It is a striking tribute to Mr. Jardine's individual ability as a moulder of policy and a creator of ideas that bore fruit that he effected all this without taking any part in public life. He held—whether rightly or wrongly his life work must be judged to decide—that anyone engaged in the

direction of a newspaper should keep himself aloof from all participation in public life. In consequence he adhered strictly to this tenet, and the public knew him only as a private citizen. None the less was his knowledge of local affairs and the drift of local politics deep and accurate; nor did he fail because of his elected seclusion to gauge, often with surprising correctness, the tendency of the colonial administration's policy, which enabled him to direct the policy of his paper in such a manner that the public was assisted in arriving at a clear comprehension of the real meaning and importance of many measures which would otherwise have been misunderstood.

A COMPELLING TACT

This penetrative faculty was not confined to abstract matters, but included men as well as things. Mr. Jardine was a keen reader of character and possessed the faculty of the very best work out of those who served under him. This he did by tact, of which he possessed an abundance, and by well-timed criticism. None of the journalists who have been on the staff of the *Daily Chronicle* since its establishment ever did less than their best for Mr. Jardine; his tact compelled it, even while his kindness invited it. Of the whole list of editors—Mr. Watt, Mr. Sherrington, Mr. Lydon, Mr. Saywell, and Mr. Scott—there was not one who did not take pleasure in doing his best for Mr. Jardine, and not one who failed to benefit by his experience on the *Daily Chronicle* under that gentleman's direction. Three have since been appointed to positions of some note in the larger journalistic world. To all the members of his staff Mr. Jardine was a true friend, and never failed to recognise good work, no matter by whom it was done. He had a fund of caustic sarcasm which stung, and he used it unsparingly on those who failed to do their duty towards the paper. But this weapon was never called into play without good reason, even as it was not spared when it was used.

HIS HOME LIFE

In private life Mr. Jardine was careful to pick his friends, and it was in this respect that his knowledge of men served him well. He did not make a friend quickly,—that is, an intimate friend—but once gained, his friendship was as true as steel. He possessed a remarkably persuasive, almost magnetic personality, and it was this which bound men to him and compelled them to serve him well, just as it kept his friends his for a lifetime. Naturally of a retiring disposition, he did not go out into society, but among the small circle of friends with whom he was on intimate terms he was deeply esteemed and his death has created a void which will be difficult indeed for them to fill. His manner towards them was the perfection of kindly courtesy, and he was ever willing to do anything in his power to help his friends. His generosity was not of the kind that is paraded, but it was far-reaching and well-bestowed, and there are many people in the colony today who will miss the kindly manner in which he used to help them. Perhaps it was in his family life that Mr. Jardine was seen at his best. His devotion to children was only one of the many sides to his nature, for he was a man of parts, and his character was such as cannot be dismissed in a few words. Children loved him, and among his own family he was more of a companion than anything else to his sons and daughters. Devoted to his wife and children, he found in their company all the pleasure he desired and it is by no means an exaggeration to say that his devotion to them was something apart from ordinary life.

THE SECRET OF HIS SUCCESS

Mr. Jardine was a mechanic of more than average skill, and in his beautifully fitted workshop used to turn out some remarkably good work. He was always designing and inventing patent appliances and fittings, and had he devoted his time to this would probably have made a name for himself. He would work for hours at his lathe after the business of the day was over, for his brain

was always busy with ideas, and in work he found rest. In fact, work—hard, honest, continuous, conscientious work—was the keynote of his whole career, and the secret of his success. He was never more happy when alone than when working, either with his brain or his hands, and his energy seldom, if ever, appeared to flag. A brilliant organiser, tactful, endowed with an individuality perhaps more striking than that of any man of his own day in the colony, and in all things a man of undoubted honour, the story of his life is a record of which any man might be proud, which is worthy of emulation. It cannot fail to have its effect for good upon the colonists and colony alike.

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