

and the coming of the *Daily Mail* four years later proved that the era of the popular Press had arrived. Fourteen years ago, in some monthly notes, which I wrote for a great many years under the heading of "In and Around Fleet Street," I prophesied that *The Times* would be reduced in price, and that the *Daily News* and the *Daily Chronicle* would be sold at $\frac{1}{2}$ d. The launching of the *Tribune*, Sir George Newnes's *Daily Courier* venture, and W. T. Stead's *Daily Paper*—all three penny papers—showed in their brief careers the difficulty of establishing a newspaper and the fact that the days of the new penny London dailies were numbered. We little thought, however, that we should see the death of the *Standard* (which, like the *Daily Telegraph*, showed evidence of progress, and had handsome offices erected for it in Fleet Street); nor did we anticipate the remarkable progress which would be made by papers like the *Daily News* and the *Daily Chronicle*, when they reduced their price to $\frac{1}{2}$ d., and, while retaining their old readers, added hundreds of thousands of new ones to their circulations. It is sometimes suggested that a couple of decades ago conditions were far more lax than they are to-day. If anything, the times were more strenuous, and the fact was just as evident then that a man will make or break his reputation in Fleet Street within two years.

As an example of the "stick-to-it-ness" of the leading newspaper magnates, I well remember that Mr. Ernest Parke, the editor of the *Star* and *Morning Leader*, with whom, I am happy to say, I am still closely associated, used to be at the office at 7 a.m. to see the *Star* leaders before going to press, and he was also to be found in the same place at 10 o'clock in the evening to put the *Morning Leader* to bed. He never took a whole week's holiday, and as a result most of us did not care to go away either. Both by his example and kindly encouragement he got the best possible work out