



Henri

WITH
NORTHCLIFFE
IN FLEET STREET

Other Works by the same Author

THE ARGENTINE THROUGH ENGLISH EYES

GEORGE MEREDITH: HIS LIFE & ART

BARRIE: THE STORY OF A GENIUS

MEMORIES OF BOOKS & PLACES

STEVENSONIANA

BARRIELAND



A Personal Record by
J. A. HAMMERTON

WITH
NORTHCLIFFE
IN FLEET STREET

London :
HUTCHINSON & CO. (Publishers), LTD.

MADE AND PRINTED IN GREAT BRITAIN
AT GAINSBOROUGH PRESS, ST. ALBANS
BY FISHER, KNIGHT AND CO., LTD

Contents

	PAGE
NINE AUTHORS IN SEARCH OF A CHARACTER	11
PART ONE: THE MAN I KNEW	19
PART TWO: WITH NORTHCLIFFE IN FLEET STREET	111
APPENDIX I, A BRIEF CHRONOLOGY . . .	275
APPENDIX II, A LIST OF SERIAL WORKS, 1914-1932	280
INDEX	283

APPENDIX

APPENDIX I

A BRIEF CHRONOLOGY

1865. July 15. Alfred Charles William Harmsworth born in Dublin.
1867. Harmsworth family removes to London.
1876. Alfred goes to Stamford Grammar School.
1878. Attends Henley House School, W. Hampstead, where he starts a school magazine. Headmaster J. V. Milne, father of A. A. Milne, the author and playwright.
1880. Receives first payment in journalism as contributor to *Hampstead and Highgate Express*.
1881. Begins contributing to periodicals for young people. Travels on the Continent as secretary-companion to one of Lord Lilford's sons.
1882. Assistant editor of *Youth* (then edited by Edward Morton).
1883. Freelance journalism.
1884. Following severe attack of pneumonia, is ordered to live out of London.
1885. Goes to Coventry to work for Iliffe and Sons publications; chiefly on *Bicycling News*.
1886. Returns to London as freelance.
1887. With a friend, W. Dargaville Carr, founds small publishing business at 26 Paternoster Square; acting as agency for *Outing* (American magazine) and issuing educational monthly *The Private School-*

- master*; also publishing a series of "How to do" books, etc.
- April 11. Marries Mary Elizabeth Milner.
1888. June 2. Founds *Answers to Correspondents* at 26 Paternoster Square.
1889. Death of his father.
Joined in business by his brother Harold.
Travels widely throughout Europe and U.S.A. between 1889-1894.
1890. Office of *Answers* is removed to 106 Fleet Street.
Comic Cuts founded.
1891. *Forget-me-not* and *Home-Sweet-Home* first published.
1893. *Answers Ltd.* registered as a company with capital of £275,000 and printing works acquired in Whitefriars Street.
1894. August 31. Secures control of *Evening News*.
Sunday Companion started.
Finances Jackson-Harmsworth Arctic Expedition.
1895. Unsuccessfully contests Portsmouth as Conservative.
Home Chat established.
Publishes *Tarpon Fishing* in Badminton Library.
Boy's Friend established.
1896. May 4. First No. of *Daily Mail* appears.
Harmsworth Bros. Ltd. formed with capital of £1,000,000.
1898. *The Harmsworth Magazine* (altered in 1901 to *The London*) founded as a threepenny monthly.
The newly erected Carmelite House becomes headquarters of the Harmsworth publications.
1899. Lavington Street Printing works, first portion completed.

1900. *Daily Mail* Manchester offices opened.
Dec. 23. The Amalgamated Press Ltd. formed with capital of £1,300,000.
Extensive new printing works opened at Gravesend.
1902. Begins energetic campaign to promote Entente with France.
Publishes *Motors and Motor Driving* in Badminton Library.
1903. Nov. 2. Founds *Daily Mirror* as a 1d. journal for women.
Acquires *Weekly Dispatch*.
1904. Created Baronet.
Jan. 28. *Daily Mirror* reorganized as ½d. picture paper.
1905. Created Baron.
Acquires *The Observer* (controls same until 1911).
Continental *Daily Mail* established.
1906. Acquires large tract of forest, with lakes, water power and river, and organizes Anglo-Newfoundland Development Company.
Daily Mail offers £10,000 prize for London-Manchester aeroplane flight.
1908. Becomes chief proprietor of *The Times*.
(negotiations Feb. 11-Mar. 23, including Court sanction).
Visits U.S.A. with his mother.
1909. Visits Canada and U.S.A. with Moberley Bell of *The Times*.
Imperial Paper Mills Ltd. formed.
1912. The Fleetway House, new editorial and business headquarters of Amalgamated Press, opened.
1914. Transfers *Daily Mirror* to Lord Rothermere.
1915. Munitions campaign against Kitchener: Publishes

- famous article in *Daily Mail*, May 21, on which day the paper was burnt publicly at the Stock Exchange. Resigns chairmanship of Amalgamated Press Ltd.
1916. Visits Verdun, and sends to hundreds of Allied and Neutral newspapers a memorable dispatch stating that Verdun would hold out.
At the War, a volume in which his dispatches from France and Italy were reprinted in amplified form, appears. Sold for benefit of Red Cross.
 Supports Lloyd George in terminating the Asquith regime.
 Germans produce a "hate-medal" of Northcliffe in bronze.
1917. February. His residence, Elmwood, at Broadstairs, shelled by German destroyers.
 June 2. Goes to U.S.A. as Chairman of British War Mission, returning to London, November 12.
 Nov. 23. Created Viscount.
 Director Civil Aerial Transport Committee.
 Nov. 15. Declines, in published letter to Premier, offer of post as Air Minister.
1918. February. Becomes Director of Propaganda in Enemy Countries.
 Resigns Chairmanship of Associated Newspapers Ltd.
1919. Successfully operated upon for an adenoma of the thyroid gland.
1921. May 1. Presides at luncheon at Olympia, London, to *Daily Mail* staffs (nearly 7,000 being present) to commemorate 25th birthday of that paper.
 July 16. Leaves on world tour, visiting Canada, U.S.A., India (guest of Lord Reading, Viceroy) and other countries.

1922. Feb. 16. Arrival at Marseilles.
Feb. 26. Back in London.
The Amalgamated Press (1922) Ltd. formed.
May 24. Leaves for Continent.
Aug. 14. His death takes place at his residence,
1 Carlton Gardens.
Aug. 17. Memorial service at Westminster Abbey
and burial in St. Marylebone Cemetery, Finchley.
1923. His *My Journey Round the World* published.
1928. February 17. His brothers, Viscount Rothermere
and Cecil Harmsworth, endow a Lord Northcliffe
Chair of Modern English Literature and a Lecture-
ship in Literature, at London University College.
1930. October 2. Monument to Northcliffe in front of St.
Dunstan's, Fleet Street, unveiled.

APPENDIX II

A LIST OF SERIAL WORKS, 1914-1932

The subjoined list of large serial works originated and edited by the author covers only the years 1914-1932. It is printed here in no vainglorious spirit, but merely as germane to the subject of this book. Of these publications the total sale in fortnightly and weekly parts has exceeded two hundred million copies. In addition thereto, about one and a quarter millions of bound volumes have been sold. His name as editor appears on nearly all these many millions of copies, yet he numbers among his private friends several who have never seen a copy of these works and others who remain in complete ignorance of his methods of livelihood. He has seldom met anyone familiar with either his name or his work. And such is fame.

	Parts	Vols.
1914-1919 The War Illustrated	234	9
" " The Great War*	272	13
" " The War Album	—	10
1919-1920 New Harmsworth Atlas of the World	40	1
1920 Masterpiece Library of Short Stories	—	20
1920-1922 Harmsworth's Universal Encyclo- pedia	63	9
1922-1924 Peoples of All Nations	49	7
1923-1924 Wonders of the Past	24	3
1923-1924 Harmsworth's Household Encyclo- pedia	42	6

* This publication was not originated by the present author, but all except its first three weekly parts were edited by him.

	Parts	Vols.
1923-1924 Harmsworth's Wireless Encyclopedia	24	3
1924-1925 Countries of the World	42	6
1924-1926 Harmsworth's Home Doctor	42	6
1925-1926 Harmsworth's Business Encyclopedia	30	5
1925-1926 The World's Great Books in Outline	42	7
1926-1927 Lands and Peoples	36	6
1927-1928 World's Famous Pictures	24	2
1927-1929 Universal History of the World	48	8
1928-1929 Wonderful Britain	32	4
1928-1930 Wonders of Animal Life	32	4
1929-1930 Our King and Queen	24	3
1929-1931 Our Wonderful World	32	4
1930-1931 Concise Universal Encyclopedia	52	1
1930-1931 Modern Masterpieces of British Art	25	1
1931-1932 Concise Household Encyclopedia	52	1
1931-1932 Manners and Customs of Mankind	24	3
1931-1932 The Universal English Dictionary*	52	1
1932-1933 Concise Home Doctor	52	1

*Managing Editor, with Professor Wyld of Oxford as responsible Editor.

INDEX

INDEX

- Alexandra, Queen, 194
 Amalgamated Press, 108, 232, 265
Answers, 26-9, 53, 114
Argentine Through English Eyes,
 223, 226
 Atkins, F. A., 122
- Balfour, Rt. Hon. A. J., 162
 Balfour, Jabez, 156
 Beaumont, Comyns, 57-8
 Beeton, Sir Mayson, 103
 Bell, Keble, 161
 Benham, Charles, 91
 Bennett, Arnold, 251-2
Birmingham Daily Mail, 44, 120
 Birmingham, 117
Birmingham Daily Post, 118
Birmingham Weekly Post, 44, 117
Black and White, 123
Blackpool Gazette, 45
Book of Knowledge, see *Children's
 Encyclopedia*
 Bouchier, Rev. Basil, 84
Boy's Cinema, 33
 Brex, Twells, 87-8
 Bunce, Thackray, 118
 Butes, Mr., 52
Bystander, 136, 140
- Café Royal, dinner to Northcliffe
 on his peerage, 161
 Caird, Sir Andrew, 103
Caliban, 237
 Carlton Gardens, dinners at No. 1,
 268
 Carmelite House, 38-9, 43-5, 52, 116
 Carson, W. E., his *Northcliffe*:
Britain's Man of Power, 12
 Chamberlain, Joseph, 62
- Charles Dickens Library*, 190
Children's Encyclopedia, 176
 Churchill, Winston, 151-2
 Clarke, Laurence, 66
 Clarke, Tom, 17, 203
 Clarke City, 30
 Collier, Hon. John, 61
Comic Cuts, 261
 Croker, "Boss", 153
 Curnock, G., 195
- Daily Mail*, 44, 118, 120
 " banquet at Olympia,
 84, 96
 " Literary Supplement
 fiasco, 143
 " picture page, 63
 " Prizes for flying, 66
- Daily Mirror*, 28
 Davray, Henry, 249-50
 Davy, Humphrey, 50
 De Keyser's Hotel, 131
*Diccionario Enciclopédico Hispano-
 Americano*, 221
 Dick, J. M., 119, 128
 Dolling, Father, Northcliffe's
 friendship with, 82
 Dunn, Nicoll, 123, 162
- Educational Book Company, 134,
 192
Edward VII, His Life and Times,
 192
 Elmwood, 61, 75, 163
Encyclopedia Americana, 172, 174-5
 Evans, Caradoc, 39, 173
Evening News, 45, 120
Everybody's Weekly, 57, 195, 206,
 208, 210-11, 213-4

- Farthest from the Truth*, 185
 Five Years of Scissors and Paste, 196
 Fleetway House, 53, 228, 254, 265, 268, 271
 Flower, Newman, 147-9
 Floyd, Gilbert, 159
 Furniss, Harry, 191
 Fyfe, Hamilton, his *Northcliffe: An Intimate Biography*, 13
 — his biography of Twells Brex, 88
- Garnett, Edward, 140
 Garvin, J. L., 144
Gentleman's Magazine, 134
 George, W. L., 235-7
 Gibbs, Philip, 124
Glasgow Echo, 44, 119
 Gleason, Joseph, 43
 Glyn, Elinor, 140
 Godley, Gilbert, 246
 Gosse, Edmund, 143-4
 Graves, C. L., 184
Great War, 238-9, 242
- Hall, H. R., 165
 "Hammerton and Mee", 185
 Hampstead Heath, Northcliffe's affection for, 51
 Harmsworth, trade values of the name, 264
Harmsworth Business Library, 199
Harmsworth Encyclopedia, 126, 257-8
Harmsworth History of the World, 148, 165, 167, 224
Harmsworth Self-Educator, 126, 164
Harmsworth's New Atlas of the World, 254, *et seq.*
 Harmsworth, senior, Alfred, 61
 Harmsworth, Sir Harold, *see* Rothermere, Viscount
 Heinemann, William, 165-7, 226-7, 249-51
 Holmes, Sir Richard, 193-4
 Hooper, Horace, 202, 216
- "It's a long way to Tipperary", 231
 Jackson, W. M., 177, 202, 216, 218-9, 221, 223, 266
 "John Strange Winter", 113
 Jones, Kennedy, 118-9, 136, 150, 164, 242-3
 Kennedy, Bart, 34, 36, 38-9
 King, Leonard, 165
 Kitchin, F. Harcourt, 202
- Leach, Henry, 115-6, 270
 Linforth, A. E., 228
London Magazine, 57, 145, 149, 152, 154-6
London Opinion, 215
 Lucas, E. V., 184
 Lucas, Seymour, R.A., 182
- M.A.P.*, 124
 Marlowe, Thomas, 28, 80, 140
 McClure, S. S., 181, 189, 190
Manchester Courier, 162
 Marshall, Archibald, 143-4
Masterpiece Library of Short Stories, 248, 252
 Mee, Arthur, 38, 59, 115, 117, 122, 126, 128, 131, 136, 148, 164, 165, 167, 169, 170, 172, 173, 175, 176, 178, 180, 182, 185, 188, 270
 Meredith, George, 140
Moberley Bell and His Times, 202
Monthly Encyclopedia, 127, 132, 145, 160
 Mosley, Sir Oswald, 211
My Northcliffe Diary, 203
- Nash, Eveleigh, 187
New Illustrated, 244-5
 Nicholson, Reginald, 41
 Nicoll, Sir Wm. Robertson, 225, 227
 Northcliffe, Lady, 75, 100, 108

- Northcliffe, Viscount—
 American Methods, admiration for, 171
 appearance in early and later life, 103, 105
 business, largeness of mind in, 30
 "Character in Business", on, 200
 Charles Whibley, friendship with, 42
 children, love of, 95
 courage, 85
 criticism, sensitiveness to, 55
 "darling of the gods", 30
 day in his life, 49
 death, fear of, 81
 decision, his power of, 63
 delicacy of speech, 107
 Dickens, love of, 78
 eccentricities, latest, 269
 employees, his relations with, 44-6, 107, 130-1, 158
 failures, his many, 145
 father's biography, on mistake in, 60
 flattery, susceptibility to, 91
 flying, on the future of, 65
 funeral, 270
 German cigars, 74
 golf, interest in, 49
 Goose Club, wins prize in, 100
 "Hooligan Department", 159
 humour, 38, 205-7
 imagination, 70
 Jews, opinion of, 91
 journalism, service to, 23
 journalists' earnings, his interest in, 132
 kindness, examples of his, 71, 73
 law suit, fear of a, 152, 154
 literary gossip, interest in, 136
 mental concepts, 29
 "mentally unwell", 58, 161, 204
 mental restlessness, 83
 mischief, streak of, in nature, 48
 mother, devotion to his, 96
 musical taste, 93
 Northcliffe tradition, the, 271
 observation, 64
 Paris, 50
 peerage, 76, 161-3
 personal charm, 34
- Northcliffe, Viscount—
 "personal touch", 261
 Prussian relations, 102
 punctiliousness, 52
 religious opinions, 81, 85
 Rhodes and Chamberlain, admiration for, 62
 "school-board manners", 38
 sensationalism, 156
 slang, objection to, 40
 snobbery, 74
 social ambitions, 97
 superstitions, 81
 telephone, 52
 tenderness, 69
 "the Chief", 77
 "the mad lord", 87
 throat trouble, 73
 tolerance and helpfulness, 59
 "too old at forty", 194-5
 Twells Brex, at funeral of, 88
 typical day in his life, 49
 Will, 107
 world-tour, 268
 as writer and reader, 78, 80
 North Foreland Golf Club, 61
Nottingham Daily Express, 113, 117
- Oak-Rhind, Mr., 61
Observer, 134, 144
 Olympia, *Daily Mail* banquet at, 84
 Owen, Harold, 57
 Owen, Miss Louise, 53
 Owen, Rev. Vale, 82
- Parker, Percy L., 131
 Paternoster Row, 121
 Pearson, Sir Arthur, 105, 124
 Pemberton, Max, his *Lord Northcliffe: a Memoir*, 12
 — as Mr. Answers, 114
Penny Pictorial, 157-8
Peoples of All Nations, 266-8, 270
 Pitman, Sir Isaac, 263
 Price, Mr., Northcliffe's chief secretary, 50, 267
Punch Library of Humour, 133
 Putnam, Major George Haven, 177

- Raphael, John, 237-8
 Rhodes, Cecil, 61-2
 Roberts, Lord, 102
 Ross, W. Dallas, 124
 Rothermere, Viscount, 79, 166,
 168-70, 188, 228, 253
- St. James's Gazette*, 123
 St. James's Place, No. 13, 75
 Sala, Mrs. George Augustus, 113
 Sandeman, George, 125, 257
 Savage Club, 35, 88
 Savoy Hotel, 220
 Scott MacCallum, 151
 Shorter, Clement, 77, 92, 138, 140-2
 Sisley, C. P., 146
 Smith, Wood, 146-7
Sphere, 77, 138, 141
 Springfield, Lincoln, 215
 Spurgeon, Sir Arthur, 147
 Steed, Wickham, 269
 Steevens, George Warrington, 61,
 80, 89
Storyteller, 148
 Stuart, Sir Campbell, 103
 Summers, Somers J., 131
Sun, 119
Sunday Circle, 116
Sunday Dispatch, 135, 156, 234
Sunday Pictorial, 246
 Sutton, Sir George, 103, 105, 134,
 223, 228-9, 239, 242, 257, 259,
 270-1
 Sutton Place, 75, 86-7
- Swaffer, Hannen, 17, 233-5
 Sweetings, Fleet St., 69
- "Tammany in England", 153, 155
 Temple Chambers, 38
 Thatched House Club, 68
 Thomson, Sandy, 49
Times, 201-2
Tit-Bits, 28
 Tolstoi, Charles Whibley on, 42
 Toole, J. L., 94
 "Too-Old-at-Forty", 195-6
 Tracey, Louis, 120, 150
Tribune Building, Bouverie St., 217
 Turner, Alfred, 45
- Universal Encyclopedia*, 59, 256,
 258, 260, 262, 264
Universal History of the World, 264
- Wallace, Edgar, 161
 Walters, J. Cuming, 153-4
 Ward, Edwin, 61
War Illustrated, 229-32, 244
 Wells, H. G., 180, 229-30
 Wemyss, Earl of, 190
 Whibley, Charles, 42, 80
 Williamson, C. N., 122
 Willson, Leslie, 86
 Wilson, H. W., 13, 80, 239-40
Wonder Box, 178-9
World, 134
World's Great Books, 180-1, 185,
 189
 Wrench, Sir Evelyn, 230

Hutchinson's

IMPORTANT NEW BOOKS FOR THE
AUTUMN OF 1932

.....

BIOGRAPHY AND MEMOIRS

The Life of Lord Oxford and Asquith

It is with great pleasure that we announce this authoritative and official life of the late Lord Oxford, which makes one of the most important publications of recent years.

Mr. Cyril Asquith tells the story of the early part of his brilliant father's life from its beginnings in Yorkshire, and Mr. J. A. Spender takes up the story from the formation of Sir Henry Campbell-Bannerman's Government in December 1905 and, with many intimate details, carries it to Lord Oxford's retirement from the leadership of the Liberal Party in 1926.

In two volumes, Illustrated, £2 2s. the set.

by

J. A. SPENDER AND CYRIL ASQUITH



Alfred Fripp

One of the leading surgeons of his day, professionally or socially Sir Alfred Fripp knew every famous figure of his times. In the Great War he was Consulting Surgeon to the Navy, and in his closing days he astonished the country by the energy he displayed in organizing the Frothblower movement.

Mr. Cecil Roberts has approached the man as a study of a personality that was a mixture of diffidence and courage, of introspection and high ambition, and who was, in all senses of the words, "the beloved physician".

Illustrated, 18s.

by

CECIL ROBERTS

Author of *Half Way, Spears Against Us* (7th Impression), etc.

Edgar Wallace

For seventeen years, first as his secretary and later as his wife too, Mrs. Wallace was in close association with every mood of Edgar Wallace. She knew him as well as it is possible for one human being to know another, and in this volume she traces the romantic career of her husband till the time of his death in Hollywood.

Illustrated, 12s. 6d.

by
HIS WIFE



Kaye Don : King of Speed

No man alive can claim more records in the world of motor-cycling, motor-racing, and motor-boating than Mr. Kaye Don, the only man who has travelled at two miles a minute, on land, in the air, and on the water.

He has looked on death in many forms, faced disasters, suffered injury and countless disappointments, and to-day is one of the most modest and self-effacing of all that gallant band of men whose lives are lived dangerously in order that mechanical science may progress.

Illustrated, 12s. 6d.

by
J. WENTWORTH DAY
Author of Speed : The Life of Sir Malcolm Campbell, etc.



The Whole Story

Here is the remarkable story of one of the most romantic figures of the stage.

Illustrated, 12s. 6d.

by
"JUNE"
(Lady Inverclyde)

B I O G R A P H Y & M E M O I R S

I Had Almost Forgotten . . .

In this volume Mr. Cochran talks with equal frankness about his successes and his failures, relishing a story against himself as bugely as one to his credit. And what a glittering procession of personalities passes in review! Royalties and peers, Cabinet Ministers and commoners, painters, singers, dancers and actors, producers and impresarios, box-office managers and stage-hands, prizefighters and the whole motley crowd of entertainers with their tantrums and their temperaments, their genius and their generosity, flash into Mr. Cochran's mirror.

Illustrated, 12s. 6d. net.

Random Revelations by
CHARLES B. COCHRAN
With an Introduction by A. P. HERBERT

With Northcliffe in Fleet Street

Sir John A. Hammerton, whose name appears on an immense list of Harmsworth publications as their editor, had peculiar opportunities of appreciating the character and amazing activities of Lord Northcliffe over a period of seventeen years.

Written in the frankest fashion and extremely outspoken about his faults and failings, this book presents Northcliffe in new and attractive aspects, and should be read by all interested in the literary and journalistic world of the last forty epoch-making years.

With a frontispiece, 10s. 6d.

by
J. A. HAMMERTON
Author of *Barris: the Story of a Genius*

Other Weapons

This is the almost incredible story of a German who spent all the years of the War in an English Censor's Office.

Written with reserve and modesty, the book makes extraordinarily interesting and thrilling reading. It is the amazing story of how a man, playing a lone hand, and as fairly as possible under the circumstances, carried on his self-imposed mission from motives of patriotism. 12s. 6d.

by
J. C. SILBER
With a Foreword by Major-General LORD EDWARD GLEICHEN

Upheaval


Madame Woronoff is of the company who have seen all that once made their life swept ruthlessly away in the greatest upheaval the world has ever known. She has seen vast armies melt away like snow before the sun in that mysterious collapse of the valiant attempts to uphold the old order against the crimson tide of Bolshevism.

Simply, and without malice or bitterness, she recounts her almost incredible adventures: her husband's and her escapes from the Bolsheviks, her experiences whilst her husband joined the doomed White Armies, and at last their flight from Russia. Illustrated, 12s. 6d.

by

OLGA WORONOFF

With an Introduction by BOOTH TARKINGTON




The Maid of the Mountains: Her Story

The Reminiscences of
JOSÉ COLLINS

Few actresses have had a more dramatic and spectacular career than the daughter of Lottie Collins of "Ta-ra-ra-boom-de-ay" fame, and her story promises to make one of the most interesting theatrical books for several years past.

The inside story of the "Maid of the Mountains" is one of the most remarkable chapters of theatrical history, and Miss Collins reveals it all in her book for the first time. Illustrated, 12s. 6d.



Hell's Angels of the Deep

"Hell's Angels of the Deep" is Lieutenant Carr's own exciting story from the day, in 1911, when he ran away to sea, until the Armistice in 1918. Into those seven years Lieutenant Carr crammed an amazing variety of adventures, serving in every kind of vessel, enduring every sort of condition at sea, meeting hundreds of interesting people. Illustrated, 10s. 6d.

by

LIEUTENANT WILLIAM GUY CARR

Author of *By Guess and By God* (13th impression)

The Concise Story of the Dover Patrol

Complete History of the Force

With his standard book on the Dover Patrol, published in 1919, Sir Reginald Bacon created a profound impression. In the words of the "Daily Telegraph", it was "a revelation not only of the Admiral's own initiative and resourcefulness, his daring and his caution, but also of the adaptability of thousands of men of varied professions hailing from all parts of the kingdom to the hardships and perils of the exacting and arduous work they were called upon to perform in 'The Narrows'."

Thus Admiral Bacon's new volume is of the first importance, containing details and facts which will surprise and enthral the reader. It is the complete history of a singularly heroic force.

Illustrated, 12s. 6d.

by

ADMIRAL SIR REGINALD BACON, K.C.B.,
K.C.V.O., D.S.O.

With a Foreword by ADMIRAL OF THE FLEET EARL JELlicoe, O.M., G.C.B., G.C.V.O.



The Home Front

This notable and important book is a graphic presentment of life at home during the Great War; its labours, humours and sorrows, privations and bereavements. The author, who threw herself unreservedly into the work of relief and assuagement, writes from a store of unrivalled experience of the calling up of the men, the panic closing of the factories, the food prices rising to famine height, of food queues and profiteering, the munition girls and their hard toil, and of all the weariness of those dreadful years followed by the inevitable and difficult reactions of peace. There are also piquant and poignant reminiscences of many of the leading people of the time.

Illustrated, 18s. net

by

SYLVIA PANKHURST

The Romance of Lloyd's

From Coffee House to Palace

Here is a romantic and thrilling story of insurance which, linking sea and land in a world-wide net, has grown under the name of Lloyd's to be a corporation of the first importance and magnitude. To the ordinary man Lloyd's is a synonym for efficiency, but the reader is here taken far afield and is shown the ramifications whereby from the humblest beginnings in a London coffee house Lloyd's has become a household word from John o' Groat's to the Horn.

Commander Worsley is the well-known hero of the "Endurance" and "Quest" fame, both of which ships he commanded.

Illustrated, 12s. 6d.

by

COMMANDER F. A. WORSLEY, D.S.O.,
O.B.E., R.N.R.,

In collaboration with CAPTAIN R. G. GRIFFITH

❖

40 O.B., or How the War was Won

Secretary to the Director of Naval Intelligence, during the whole of the Great War, Mr. Hoy was in the closest possible touch with the innermost councils of the "Silent Service". His book is the first to reveal to the general public the true story of Britain's amazing salvation of the Allied Cause from German efficiency, and tells of the romantic Secret Service department of the Admiralty known as Room 40 O.B.

Illustrated, 15s.

by

H. C. HOY

Late Secretary to the Director of Naval Intelligence

From Piccadilly to Devil's Island

This is the story of a traveller, and thus in his own words he sets forth his purpose in writing the book :

"Most of the countries in the world have left their stamp on my passport: from China in the East to Devil's Island in the West. It talks, that passport—of the glitter and heartbreak of Hollywood, of the queer narrow streets of Canton, of the pampas of the Argentine, of the silver sands of the South Sea Islands, the golden temples of Cochin China, and the night clubs of Paris. And, believe me, to land at St. Laurent du Maroni, French Guiana (Devil's Island), without letter of introduction or any form of permit, gives one quite a thrill."

Illustrated, 12s. 6d.

by

ARTHUR MILLS (*the Novelist*)



Little-Known Mexico

The Story of a Search for a Place

The Mexico of to-day—its little-known towns, its changeful landscapes, its manners and customs—become part of the reader's own experience in this vivid book. From the capital town down to the Guatemalan border, from the oilfields near Tampico to the Pacific port of Mazatlán, the author wanders, and as you accompany her you feel almost that you are in Mexico—so brilliantly does she write.

Illustrated, 12s. 6d.

by

MARIAN STORM



My Jungle Book

"My Jungle Book" is not merely the story of expeditions to remote parts of the countries watered by the Amazon and the Orinoco, but is as well the "credo" of an unconventional explorer. Full of verbal dynamite and written in a breezy, frank style, the book makes pungent remarks on Venezuelan politics, missionaries, Indians as compared with white men, and so forth.

Illustrated, 12s. 6d.

by

HERBERT S. DICKEY

Close-Ups of Birds

The insight into the details of bird behaviour, which is only possible from the hide of a bird photographer, is shown in the information amassed by Mr. Southern, who has interwoven his own impressions of the beauty and fascination of his subject. We go with him after the lordly heron in some quiet Midland park; after sea birds on the wild Welsh coast; and we shiver with him in the icy blast of a north-easter watching wild duck.

Illustrated 15s.

by

H. N. SOUTHERN

With a Foreword by SIR GERALD DU MAURIER



Snakes!

Mr. FitzSimons is famous as the Director of the celebrated Museum and Snake Park at Port Elizabeth, South Africa, and, known as "The Fabre of South Africa", he has studied and written about snakes all his life, and in this new book he tells of the many enthralling adventures which have befallen him and others in his work, and reveals many astounding facts.

Illustrated, 12s. 6d.

by

F. W. FITZSIMONS, F.Z.S., F.R.M.S.

(Director of Port Elizabeth Museum and Snake Park)



The Practical Dog Book

It is claimed that this is the most wonderful and comprehensive dog book ever produced. It contains over 230,000 words and 500 illustrations. It has chapters on the Authentic History of all Varieties hitherto unpublished, and a Veterinary Guide and Dosage Section, and Information on Advertising and on Exporting to all Parts of the World.

Illustrated, 21s.

by

EDWARD C. ASH

"To Whom the Goddess . . ."

Hunting and Riding for Women

Written by two women who have ridden and hunted all their lives, and whose knowledge of their subject is unquestionably profound, this book, though primarily intended for beginners, will appeal equally to those of experience. Based on the traditional aspect of hunting, it will be welcomed by all those who profess love for this fascinating subject, and it should find a place in every sporting library.

Illustrated, 15s.

by

LADY DIANA SHEDDEN AND LADY APSLEY

With an Introduction by the EARL OF LONSDALE, K.G.



Wings and Hackle

A Pot-pourri of Fly-fishing for Trout and Grayling and of Notes on Bird Life chiefly in Hampshire, Devon, and Derbyshire

Published in the first instance many years ago, "Wings and Hackle" attained instant recognition as a book of exceptional charm and instruction. To the original book a number of beautiful photographs have now been added, and its reappearance should be welcomed, not only by fishermen, but by all who find interest in the life of the riverside.

Illustrated, 7s. 6d.

by

RAYMOND HILL

P O L I T I C S

England's French Dominion?

In this book Mr. Teeling shows the growing influence of the French Canadian and the French Catholic, and what it means; the dangers to the Prairie Provinces of Central European immigrants; the life in British settlements in the West, the unhappy lot of the unemployed and the deportees; and, in short, all the varied sides of life that make up the Canadian picture.

With a frontispiece and map, 7s. 6d.

by

WILLIAM TEELING

F L I G H T

Down Africa's Skyways

Young and old alike will find a thrill in this story, so graphically told, of the aerial route to Africa. Starting with the epic flight of Van Ryneveld and Brand, the author introduces us to air pioneers who have blazed the trail which has enabled Imperial Airways to forge a giant aerial chain, linking London to Cape Town.

Illustrated, 10s. 6d.

by

BENJAMIN BENNETT

F I N E A R T S

Pewter Down the Ages

In this imposing work Mr. Cotterell, the acknowledged authority upon pewter, takes us over many centuries of the Craft of the Pewterer, displaying in chronological sequence, from early mediæval to present times, typical examples of the pewterer's art, in a fine series of illustrations.

Profusely illustrated, 21s.

by

HOWARD H. COTTERELL, F.R.HIST.SOC.

Author of *Old Pewter: Its Makers and Marks*, etc.

With a Foreword by F. ANTONIO DE NAVARRO, F.S.A.

Announcing Important Cheap Editions

❖
Gladys Cooper

by
GLADYS COOPER,

“Miss Cooper's gaiety and wit, her common sense and her intelligence are revealed on every page . . . should have a conspicuous success.”—SUNDAY EXPRESS. *Illustrated, 3s.*

Secrets of Houdini

Authoritatively revealed for the first time by

J. C. CANNELL

“Keeps the reader gasping at every page . . . exhilaratingly uncanny.”
—SUNDAY TIMES.

“A book to have, to enjoy, and to keep.”—SUNDAY GRAPHIC.
Illustrated, 3s. 6d.

Less than the Dust:

The Autobiography of a Tramp

by
JOSEPH STAMPER

“There are pages with the quality of Maxim Gorki.”—COMPTON
MACKENZIE IN THE DAILY MAIL.

“A book worth all your best sellers . . . cuts right down to the bone of life.”—DAILY HERALD. *With a frontispiece, 3s. 6d.*

How Animals Live

by
J. MOREWOOD DOWSETT

“Fascinating and spontaneous . . . drawn on by the spell of so much knowledge presented with so much zeal.”—OBSERVER.

Illustrated, 7s. 6d.

Lauterbach of the China Sea

by
LOWELL THOMAS

"Irresistible to all lovers of romantic adventure."—NEWS-CHRONICLE.
"It is an amazing record."—SUNDAY TIMES.

Illustrated, 5s.

⊕

Twenty-nine Years :

The Reign of King Alfonso XIII of Spain

by
MRS. STEUART ERSKINE

"For a student of Spanish affairs it is indispensable, and the ordinary reader will find it bristling with interest."—LEICESTER EVENING MAIL.

Illustrated, 5s.

⊕

A Yellow Sleuth

The Autobiography of "NOR NALLA" (Detective-Sergeant, Federated Malay States Police)

"A more enthralling volume of secret service could not be desired."—OBSERVER.

Illustrated, 3s. 6d.

⊕

Gamblers All

by
PHILIP SERGEANT

"An entertaining medley relating to gaming and gamblers in many countries and many ages."—MORNING POST.

Illustrated, 3s. 6d.

⊕

Rooms of Mystery and Romance

by
ALAN FEA

"Not to be taken to bed if you are sleeping alone in a moated grange."—DAILY EXPRESS.

Illustrated, 5s.