

An illustration of a hunter in a field. The hunter, wearing a hat and a light-colored jacket, stands on the right, holding a long rifle high in the air. A dog is sitting in the foreground, looking towards the viewer. The background is a dense forest of bare trees, and several birds are flying in the sky. The overall style is that of a classic illustration.

The Illustrated
SPORTING
and DRAMATIC News

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THE ILLUSTRATED SPORTING AND
DRAMATIC NEWS, 1874-1970

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Nearly 100 years of sports, leisure, and country life...

From its establishment in 1874, *The Illustrated Sporting and Dramatic News* reported on sports, rural life, and the leisure activities of Britain's landowning classes. Known as *Sport and Country* from 1943, and *Farm and Country* from 1957, it concentrated primarily on spectator sports and (in its later years) agriculture.

Despite its focus on sports and country living, *The Illustrated Sporting and Dramatic News* also printed many articles on theatre, opera, literature, and music, with contributions from some of the most prominent artists of the day.

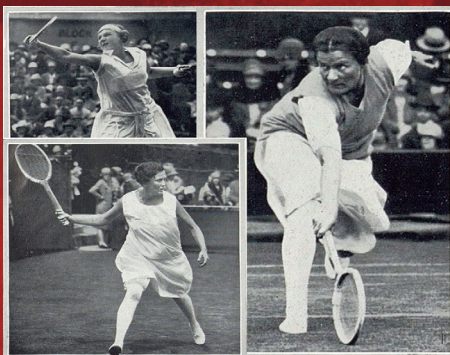


Founded in 1874, *The Illustrated Sporting and Dramatic News* became one of several titles owned by *The Illustrated London News*.

...from cricket and golf to hunting and agriculture



The magazine reflected the interests of the country's landowning classes, with articles on foxhunting, shooting, yachting, golf, and polo, as well as events such as the annual Oxford-Cambridge boat race, Royal Ascot, and the Epsom Derby.



This collection contains over 220,000 images from more than 4,000 issues of *The Illustrated Sporting and Dramatic News*.

Over time, it evolved significantly, shifting its focus to new audiences. Following the publication's emphasis on the British Home Front during the Second World War, from the post-war period onwards, the magazine's content became primarily concerned with British agriculture, covering developments in farming technology, animal husbandry, and the varying aspects of country life. Due to both its eclectic coverage and longevity, *The Illustrated Sporting and Dramatic News* provides key material for

students and researchers of the history of sport, the history of Britain's countryside, and the history of science and technology.

"We trust always to be on the side of Art, its exemplar be the humblest supernumerary or the most distinguished 'star' - *The Illustrated Sporting and Dramatic News*, 28th February 1874

Sources include: Illustrated London News



Earlier issues printed and discussed work by celebrated authors such as Bram Stoker and distinguished playwrights such as Noel Coward.



Later issues explored the development of new working practices in British agriculture, as well as the incorporation of digital technology.

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