

The Times Supplements
1910-1917

Geographical Supplements

The Times South America Supplements

(44 [43]¹ issues, 752 pages)

The Times Russian Supplements

(28 [27] issues, 576 pages)

The Japanese Supplements

(6 issues, 176 pages)

The Spanish Supplement

(36 pages, single issue)

The Norwegian Supplement

(24 pages, single issue)

Supplements Associated with World War I

The French Yellow Book (19 Dec 1914, 32 pages)

The Red Cross Supplement (21 Oct 1915, 32 pages)

The Recruiting Supplement (3 Nov 1915, 16 pages)

War Poems from The Times, August 1914-1915 (9 August 1915, 16 pages)

Special Supplements

The Divorce Commission Supplement (13 Nov 1912, 8 pages)

The Marconi Scandal Supplement (14 Jun 1913, 8 pages)

The Times Supplements published in this series comprise eighty-five largely geographically-based supplements, complemented by significant groups and single-issue supplements on domestic and international political topics, of which 83 are published here.

Alfred Harmsworth, Lord Northcliffe (1865-1922), acquired *The Times* newspaper in 1908. In adding the most influential and reliable voice of the British establishment and of Imperially-fostered globalisation to his growing portfolio of newspapers and magazines, Northcliffe aroused some opposition among those who feared that he would rely on his seemingly infallible ear for the popular note and lower the tone and weaken the authority of *The Times*. Northcliffe had long hoped to prise this trophy from the control of the Walters family, convinced of his ability to make more of the paper than they had, and from the beginning applied his singular energy and intuition to improving the fortunes of 'The Thunderer'.

Between 1909 and 1917, when paper shortages hastened their end, Northcliffe's *Times* issued a series of geographically-based supplements (not to be confused with the *Times Literary Supplement* (1902-) and the *Times Education Supplement* (1910-), all

¹ The number in square brackets is the number of Supplements published in this series.

first published *gratis*.¹ The regular supplements were: *The South American Supplements* (44 issues: 30 July 1910 – 24 Feb 1914); *The Japanese Supplements* (6 issues: 19 July 1910 – 16 Dec 1916) and *The Russian Supplements* (28 issues: 15 Dec 1911 – 27 Jan 1917). *The Norwegian and Spanish Supplements* (respectively 18 May and 24 June 1914) were confined to single issues.

Together with the Great War-related and special supplements that follow them here, these supplements represent valuable source material across a variety of fields: British World Studies, Area Studies, particularly of Japan, Russia and South America, International Relations, Media History, transnational studies of the history of opinion and propaganda, and above all, the history of globalisation as wealthy readerships around the world were offered attractive investment opportunities in poorly-exploited markets in clear, attractive detail, with all the credibility of the world's premier establishment newspaper behind them.

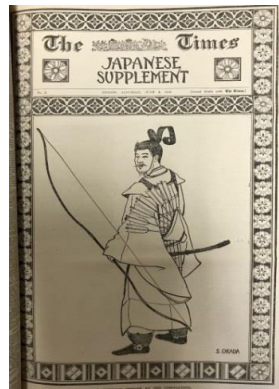
Lavishly illustrated, each title was tailored to support *The Times*' broad editorial position under Geoffrey Buckle (Editor 1884-1912), Geoffrey Dawson (Editor 1912-1919), the more flexible Wickham Steed (Editor 1919-23) and, particularly from December 1916, when Lloyd George put Northcliffe in charge of British propaganda, to promote both



Northcliffe's and Great Britain's wartime priorities. The 1916 *Japanese Supplements* reinforced the amities of the Anglo-Japanese Alliance of 1902-22 against growing pro-German sympathies in Kasumigaseki, but they also shored up Japanese and South American resentment over the Monroe Doctrine at a time of increasing Japanese emigration to Peru, long before Northcliffe's press campaign urged readers around the world to "Watch Japan!" in the wake of the Washington Conference and the abrogation of the Alliance there in February 1922.

Cross-selling the South American Supplements in *The Times Weekly* edition

Gifted artists and contributors ranging from foreign statesmen to expatriate journalists and publicists contributed to the supplements. The supplements would probably have continued beyond 1917, but publication was limited by acute newsprint shortages and, in the case of the *Russian Supplements*, by the 1917 Revolution. *The Times* also issued four supplements on topical aspects of the Great War. All except a few of the supplements given here were issued in a smaller format than the main paper, independently paginated, and inserted loosely into *The Times*: a method of distribution that made reading, or retaining them, a more deliberate decision than was the case for material in the regular daily format: hence their rarity.



The Times South American Supplement, 30 July 1910; issue 21 of *The Times Russian Supplement*, 24 June 1916; issue 2 of *The Times Japanese Supplement*, 3 June 1916; *The Times Norwegian Supplement*, 18 May 1914.

The Times South American Supplements (28 Dec 1909 - 24 Feb 1914)²

A 72-page preliminary to the numbered issues of *The Times South American Supplements* was published as a one-off on 28 December 1909, a regular-format supplement intended to highlight the South American continent's potential for capital investment and emigration. In 1909, interest in South America was at fever pitch in anticipation of the opening of the Panama Canal after thirty years of construction. Britain was well-placed to derive huge trading benefits from the opening, which was planned for 1913. British financiers had made large commitments of capital to the Canal Plan and to ensuring that Britain maintained its global dominance of the high seas and maritime trade, as this early foray into the South American Supplements predicted:

‘The Panama Canal will do more than change trade routes and redistribute navies, already many hundreds of millions of English capital have been devoted to the development of these counties in the first stage of opening communications and expanding enterprise, while from Southern and Central Europe a steady stream of migrants is flowing into the new lands which the railways are bringing within reach.’³

This thrust towards the New World and to the lifestyle that adventurous young men of the day might experience in, for example, the Argentine, is well depicted in the back-story of Agatha Christie's Captain Arthur Hastings, an occasional side-kick and idealistic foil to the more worldly Hercule Poirot. Well-bred, somewhat romantic and always patriotic Englishmen with a sense of fair play and a nose for opportunity were targeted and played to by the *South American Supplement* series. Such pioneers would make their fortune in South America yet vow fierce allegiance to Britain and her values of free trade, democracy, and ‘common decency’.

No less than 44 South America Supplements ensued in 1910-1914, of which this collection offers 43. Each carried extensive advertising, with articles heralding not only the investment opportunities beckoning international finance, but analysing the political and economic situation throughout the South American nation states. The series featured copious high-quality coloured maps and represented a considerable investment by Northcliffe's *Times*, and its Director of Supplements, Robert P. Porter. Here was detailed, curious, informed journalism from a publication that epitomised Britain's Imperial interests. The South American Supplements managed the delicate task of defining and describing the territory of the Monroe Doctrine because Britain, Northcliffe and *The Times* all shared Monroe's principal objectives and hoped to continue to benefit from them to the exclusion of other European powers.

² This online collection holds the entire run of the ‘South American Supplements’, except for the preliminary unnumbered issue of 28 December 1909, and No. 4, of October 25 1910.

³ ‘The South American Supplement’, *The Times*, 26 Sep 1909, pg. 10.

The Times South America Supplements

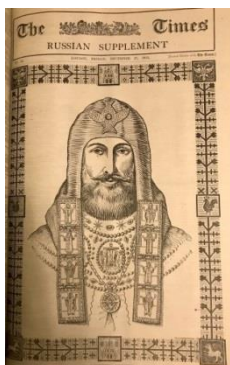
- 1910 No. 1 July 30 pp. 20
 No. 2 Aug 30 pp. 20
 No. 3. Sept 27 pp. 24
 No. 4. Oct 25 (missing)
 No. 5 Nov 29 pp. 21
 No. 6 Dec 27 pp. 16
- 1911 No.7 Jan 31 pp. 20
 No. 8 Feb 28 pp. 16
 No. 9 March 28 pp. 16
 No. 10 April 25 pp. 16
 No. 11 May 30 pp. 16
 No. 12 June 27 pp. 16
 No. 13 July 25 pp. 12
 No. 14 Aug 29 pp. 12
 No. 15 Sep 30 pp. 36
 No. 16 Oct 31 pp. 16
 No. 17 Nov 28 pp. 16
 No. 18 Dec 26 pp. 16
- 1912 No 19. 30 Jan 1912 pp. 16
 No. 20 27 Feb 1912 pp. 20
 No. 21 26 March 1912 pp. 16
 No. 22 30 April 1912 pp. 16
 No. 23 30 May 1912 pp. 16
 No. 24 25 June 1912 pp. 16
 No. 25 30 July 1912 pp. 16
 No. 26 27 Aug 1912 pp. 20
 No. 27 24 Sept 1912 pp. 16
 No. 28 29 Oct 1912 pp. 20
 No. 29 26 Nov 1912 pp. 20
 No. 30 31 Dec 1912 pp. 20
- 1913 No. 31 Jan 28 1913 pp. 24
 No. 32 25 Feb 1913 pp. 26
 No. 33 25 March 1913 pp. 24
 No. 34 29 April 1913 pp. 20
 No. 35 27 may 1913 pp. 20
 No. 36 24 June 1913 pp. 16
 No. 37 29 July 1913 pp. 16
 No. 38 26 Aug 1913 pp. 12
 No. 39 30 Sept 1913 pp. 16
 No. 40 28 Oct 1913 pp. 12
 No. 41 25 Nov 1913 pp. 12
 No. 42 30 Dec 1913 pp. 12
- 1914 No. 43 27 Jan 1914 pp. 12
 No. 44 24 Feb 1914 pp. 12

Area and title	Abbreviation	Year	No.	No. pp
South American Supplement, Issue 01, 1910-07-30	TTS/SouthAmerica-01	1910	1	20
South American Supplement, Issue 02, 1910-	TTS/SouthAmerica-	1910	2	20

08-30	02			
South American Supplement, Issue 03, 1910-09-27	TTS/SouthAmerica-03	1910	3	24
South American Supplement, Issue 05, 1910-11-29	TTS/SouthAmerica-05	1910	5	21
South American Supplement, Issue 06, 1910-12-27	TTS/SouthAmerica-06	1910	6	16
South American Supplement, Issue 07, 1911-01-31	TTS/SouthAmerica-07	1911	7	20
South American Supplement, Issue 08, 1911-02-28	TTS/SouthAmerica-08	1911	8	16
South American Supplement, Issue 09, 1911-03-28	TTS/SouthAmerica-09	1911	9	16
South American Supplement, Issue 10, 1911-04-25	TTS/SouthAmerica-10	1911	10	16
South American Supplement, Issue 11, 1911-05-30	TTS/SouthAmerica-11	1911	11	16
South American Supplement, Issue 12, 1911-06-27	TTS/SouthAmerica-12	1911	12	16
South American Supplement, Issue 13, 1911-07-25	TTS/SouthAmerica-13	1911	13	12
South American Supplement, Issue 14, 1911-08-29	TTS/SouthAmerica-14	1911	14	12
South American Supplement, Issue 15, 1911-09-30	TTS/SouthAmerica-15	1911	15	38
South American Supplement, Issue 16, 1911-10-31	TTS/SouthAmerica-16	1911	16	16
South American Supplement, Issue 17, 1911-11-28	TTS/SouthAmerica-17	1911	17	16
South American Supplement, Issue 18, 1911-12-26	TTS/SouthAmerica-18	1911	18	16
South American Supplement, Issue 19, 1912-01-30	TTS/SouthAmerica-19	1912	19	16
South American Supplement, Issue 20, 1912-02-27	TTS/SouthAmerica-20	1912	20	20
South American Supplement, Issue 21, 1912-03-26	TTS/SouthAmerica-21	1912	21	16
South American Supplement, Issue 22, 1912-03-04	TTS/SouthAmerica-22	1912	22	16
South American Supplement, Issue 23, 1912-05-30	TTS/SouthAmerica-23	1912	23	16
South American Supplement, Issue 24, 1912-06-25	TTS/SouthAmerica-24	1912	24	16
South American Supplement, Issue 25, 1912-07-30	TTS/SouthAmerica-25	1912	25	16
South American Supplement, Issue 26, 1912-08-27	TTS/SouthAmerica-26	1912	26	20
South American Supplement, Issue 27, 1912-	TTS/SouthAmerica-	1912	27	16

08-24	27			
South American Supplement, Issue 28, 1912-10-29	TTS/SouthAmerica-28	1912	28	20
South American Supplement, Issue 29, 1912-11-26	TTS/SouthAmerica-29	1912	29	20
South American Supplement, Issue 30, 1912-12-31	TTS/SouthAmerica-30	1912	30	24
South American Supplement, Issue 31, 1913-01-28	TTS/SouthAmerica-31	1913	31	24
South American Supplement, Issue 32, 1913-02-25	TTS/SouthAmerica-32	1913	32	29
South American Supplement, Issue 33, 1913-03-25	TTS/SouthAmerica-33	1913	33	23
South American Supplement, Issue 34, 1913-04-29	TTS/SouthAmerica-34	1913	34	20
South American Supplement, Issue 35, 1913-05-27	TTS/SouthAmerica-35	1913	35	20
South American Supplement, Issue 36, 1913-06-24	TTS/SouthAmerica-36	1913	36	16
South American Supplement, Issue 37, 1913-07-29	TTS/SouthAmerica-37	1913	37	16
South American Supplement, Issue 38, 1913-08-26	TTS/SouthAmerica-38	1913	38	12
South American Supplement, Issue 39, 1913-09-30	TTS/SouthAmerica-39	1913	39	12
South American Supplement, Issue 40, 1913-10-28	TTS/SouthAmerica-40	1913	40	12
South American Supplement, Issue 41, 1913-11-25	TTS/SouthAmerica-41	1913	41	25
South American Supplement, Issue 43, 1914-01-27	TTS/SouthAmerica-43	1914	43	12
South American Supplement, Issue 44, 1914-02-24	TTS/SouthAmerica-44	1914	44	28

The Times Russian Supplements (15 Dec 1911 – 27 Jan 1917)⁴

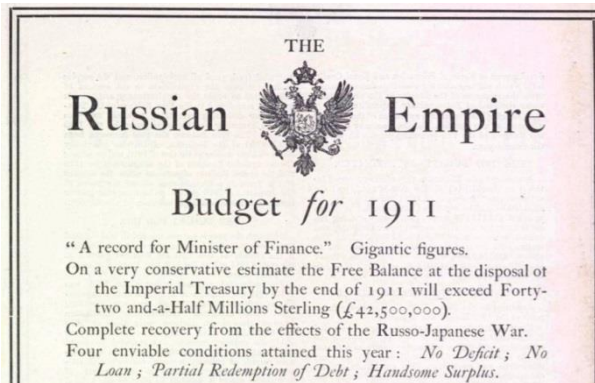


The Times Russian Supplements were published in the same small-format as the *South American Supplements* between December 1911 and January 1917. Initially conceived to enhance ‘economic and social relations’ between Britain and Russia in the context of European rivalries and the growing influence of Germany, their tone became increasingly unctuous with Russia’s entry into the Great War, as it was then known, in August 1914, in a belated effort to warm ties with Britain’s ‘great ally’. Northcliffe, however, had long been convinced that Russia deserved cultivating both as a natural ally against German

⁴ *The Times* published 27 Russian Supplements in total, of which this collection offers all but the missing No.22, published in July 1916.

expansionism and for its potentially uplifting effect on sales of what was simultaneously his most prestigious and looked like becoming one of his least profitable media trophies: sales of *The Times* daily edition had fallen to 38,000 at the time of the Northcliffe acquisition in 1908. However, by 1914 Northcliffe's media empire had captured 40 per cent of the morning and 45 per cent of the evening newspaper circulation in Britain and 15 per cent of the Sunday circulation (Thompson 2000: 151, 115).

The Russian Supplements, which were also published in Russian and distributed by the Russian newspaper *Novoe Vremya*, became an essential element in Britain's propaganda toolkit in the run-up to the First World War. Launched with considerable fanfare, the first, 52-page issue of 1911 was received positively on all sides. Whereas the first issue had trumpeted British investment in and reassured global investors of the soundness of Russia's commercial development (viz., [Advt. or advertorial for The New Russia Company's as "The British Pioneers of the Iron, Coal, and Steel Trade in Russia", p.46], the second issue of 28 March 1913 adopted a far more Russo-centric tone as Russian companies saw their chance to attract international investment and bought far more space for domestic enterprises.



Reassuring the international business community of Russia's 'enviable' financial health, six years ahead of the debt repudiations and confiscations of 1917-18 (No.1, Dec. 15 1911).

Publication of the *Russian Supplements* or 'Russian Section' proceeded apace, running to 27 issues in all. The first issue was well received. The tone of the second issue, published 28 March 1913, differed as Russian commercial interests had become more deeply involved. Still, the expansive confidence and volume of the first two issues held up, running close to 30 pages for most of 1913, 20 for most of 1914 and 1915 but, as wartime paper shortages cut into supplies, slimming down to 16 pages throughout 1916.

The 27 January 1917 issue was the last of *The Times* Russian Supplements. With growing political unrest in Russia, the Bolshevik seizure of power set the supplements on borrowed time, but wartime material shortages were the more prosaic reason for ending the series.

On 24 February 1917, an article appeared in *The Times* entitled 'The Newspaper Crisis'. Without referring to the cessation of the *Russian Supplements*, the article explained that Government-imposed restrictions on the importation of paper and paper-making equipment, and further restrictions brought in by Lloyd George meant that newspapers faced a stark choice: to either offer an 'emasculated' newspaper, or put it on the newsstands at 'an advanced price'. *The Times* maintained that the regular features of the daily were 'absolutely unimpaired' by newsprint shortages, but the *Russian Supplements* were a casualty both of these shortages and of political realities on the ground.

The Times Russian Supplements

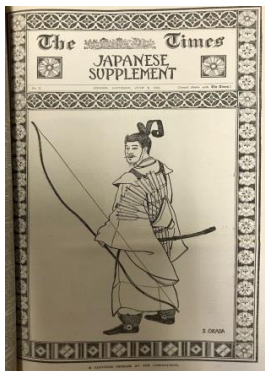
- 1911 [No. 1] Dec 15 pp. 52
1913 No. 2 Mar 28 pp. 44
 No. 3 June 16 pp. 28
 No. 4 Aug 11 pp. 24
 No. 5 Oct 20 pp. 28
 No. 6 Dec 15 pp. 32
1914 No. 7 Feb 16 pp. 20
 No. 8 April 27 pp. 20
1915 No. 10 Jan 15 pp. 20
 No. 11 April 26 pp. 20
 No. 12 June 28 pp. 16
 No. 13 Sept 18 pp. 16
 No. 14 Oct 30 pp. 16
 No. 15 Dec 17 pp. 16
1916 No. 16 Jan 15 pp. 16
 No. 17 Feb 26 pp. 16
 No. 18 Mar 25 pp. 16
 No. 29 Apr pp. 16
 No. 27 May pp. 16
 No. 24 Jun pp. 16
No. 22 Jul pp. 16 [not given in this collection]
 No. 23 Aug 26 pp. 16
 No. 24 Sep 30 pp. 16
 No. 25 Oct 28 pp. 16
 No. 26 Nov 25 pp. 16
 No. 27 Dec 30 pp. 16;
1917 No. 28 Jan 27 pp. 16

Area and title	Abbreviation	Year	No.	No. pp
Russian Supplement, Issue 01, 1911-12-15	TTS/Russia-01	1911	1	52
Russian Supplement, Issue 02, 1913-03-28	TTS/Russia-02	1913	2	44
Russian Supplement, Issue 03, 1913-06-16	TTS/Russia-03	1913	3	28
Russian Supplement, Issue 04, 1913-08-11	TTS/Russia-04	1913	4	24
Russian Supplement, Issue 05, 1913-10-20	TTS/Russia-05	1913	5	28
Russian Supplement, Issue 06, 1913-12-15	TTS/Russia-06	1913	6	32
Russian Supplement, Issue 07, 1914-	TTS/Russia-07	1914	7	32

02-16				
Russian Supplement, Issue 08, 1914-04-27	TTS/Russia-08	1914	8	20
Russian Supplement, Issue 09, 1914-07-27	TTS/Russia-09	1914	9	20
Russian Supplement, Issue 10, 1915-01-15	TTS/Russia-10	1915	10	20
Russian Supplement, Issue 11, 1915-04-26	TTS/Russia-11	1915	11	20
Russian Supplement, Issue 12, 1915-06-28	TTS/Russia-12	1915	12	16
Russian Supplement, Issue 13, 1915-09-18	TTS/Russia-13	1915	13	16
Russian Supplement, Issue 14, 1915-10-30	TTS/Russia-14	1915	14	16
Russian Supplement, Issue 15, 1915-12-17	TTS/Russia-15	1915	15	16
Russian Supplement, Issue 16, 1916-01-15	TTS/Russia-16	1916	16	16
Russian Supplement, Issue 17, 1916-02-26	TTS/Russia-17	1916	17	16
Russian Supplement, Issue 18, 1916-03-25	TTS/Russia-18	1916	18	16
Russian Supplement, Issue 19, 1916-04-29	TTS/Russia-19	1916	19	16
Russian Supplement, Issue 20, 1916-05-27	TTS/Russia-20	1916	20	16
Russian Supplement, Issue 21, 1916-06-24	TTS/Russia-21	1916	21	16
Russian Supplement, Issue 23, 1916-08-26	TTS/Russia-23	1916	23	16
Russian Supplement, Issue 24, 1916-09-30	TTS/Russia-24	1916	24	16
Russian Supplement, Issue 25, 1916-10-28	TTS/Russia-25	1916	25	16
Russian Supplement, Issue 26, 1916-11-25	TTS/Russia-26	1916	26	16
Russian Supplement, Issue 27, 1916-12-30	TTS/Russia-27	1916	27	16
Russian Supplement, Issue 28, 1917-1-27	TTS/Russia-28	1917	28	16

The Times Japanese Supplements (19 July 1910 – 16 Dec. 1916)

In 1910 *The Times* produced what was intended to be a special single supplement to mark the Japan-British Exhibition at Shepherd's Bush (14 May – 29 October 1910). The Exhibition was designed primarily to promote public understanding of Japan in Britain in order to buttress support for the Anglo-Japanese Alliance of 1902.



Saburotsuke Okada's front cover for the 2nd Japanese Supplement No.2, 3 June, 1916.

The stated objective of the Exhibition was to demonstrate the 'Arts, Products, and Resources of the Allied-Empires under the Auspices of the Japanese Government'. The show was hugely successful, attracting more than 8 million visitors and did much to engage Western interest in the aesthetics of *Japonisme*.

The Times' first *Japanese Supplement*, published in large format two months into the Exhibition, was a mammoth 72-page project, serving both as a guide to and as a review of the Exhibition and, by extension, the cultural and geo-political capital of Japan as a nation and an ally.



Elizabeth Keith's front cover for *The Times Japanese Supplement* No 3: 'The New Japan', July 15 1916.

The importance of the Japan-British Exhibition Supplement is discussed in Hotta-Lister and Nish (2012: 223-225). Other newspapers had vied to produce the first supplement and there was considerable jealousy among publishers in Fleet Street when *The Times* secured the contract with the Japanese government, largely through the endeavours of Robert P. Porter (1852-1917), the American Director of the Special Supplements Department set up at *The Times*.ⁱⁱ

Porter, who was already extending the supplement concept to South America and Tsarist Russia, visited Japan in 1909 to gather material and hold discussions with journalists and officials, among them Captain Francis Brinkley (1841-1912), then *The Times* Japan correspondent, who suggested to contacts among the Japanese elites that further supplements might benefit the nation. According to Brinkley, never slow to promote Japanese interests, "One supplement could accomplish more in introducing the true Japan to Anglo-Saxon notice than all the books ever printed" (Wildes 1927: 223).

The enterprising Mr. Porter would republish this first supplement in two editions under his own name but with different titles, each running to 789 pages, with copious preliminaries, maps and illustrations. The original ran thirty-four topical articles and constitutes a template for all subsequent issues except, perhaps, the last. Neither agriculture nor labour problems received a dedicated article but they were referred to in many of the other articles. As Wildes put it, "...the tenor of the articles was highly laudatory of Japan, for the Japanese point of view was taken throughout (Wildes 1927: 224). Brinkley alone contributed six such pieces. Brinkley's own *Japan Weekly Mail*, itself in receipt of a Japanese government subsidy, commented approvingly, "There were seventy-two pages of advertising "designed to introduce Japan to the attention of foreign nations" (*Japan Weekly Mail*: August 27 1910).ⁱⁱⁱ

Besides the six^{iv} *Times Japanese Supplements*, this first issue inspired something of a boom in foreign journalism on Japan devoted, as Wildes put it, to 'creating a pleasant impression', with supplements by the *San Francisco Chronicle* (October 22 1911), *New York Evening Post* (December 1916), the *Manchester Guardian* (June 1921), *Literary Digest* (January 1922), and the *Trans-Pacific*, in a series on Japan's overseas interests that began with a focus on Korea (April 1922) but moved on to Formosa (August 1922), and Manchuria in October of the same year. The *Japan Times*, flagship organ of the Foreign Ministry of Japan, ran a series of supplements presenting Japan's case in the US and France between 1924 -1925. *The Japan Advertiser* ran special editions on the marriage of the Prince Regent and the Osaka Exposition in 1924-1925. Following the earthquake of September 1923, the *Far Eastern Review* of Shanghai published a mammoth *Reconstruction Number* in June-July 1925 (Wildes 1927: 250).

Six years after the first *Japanese Supplement*, *The Times* brought out a run of five, of which the first appeared on 3 June 1916. Here the focus was on Japanese naval history, trade and business, but it also contained articles on Japanese culture and domestic life. Robert Porter of *The Times* organised lucrative advertising support for this and all succeeding Japan supplements, frequently visiting Tokyo and meeting with Brinkley and his network among Japanese officialdom. Why the 1916 supplement was so long in the making remains unclear, but its reappearance came at a time when, although allied with Japan, British support for Japan's international agenda needed emphasising to counteract among some



Advertising a reduced-size reprint of the 1910 'Japanese Supplement', published as *The Japanese Empire*, and credited to the erstwhile *Times* correspondent in China J.O.P. Bland.

Japanese, most notably the Prime Minister, Terauchi Masatake, a wavering of loyalties towards the German side following a series of German successes on the Western front.

Contributions to the supplement were heavily weighted towards Japanese statesmen, with the first issue containing articles by the former and current prime ministers of Japan Count Okuma and Baron Kato, respectively, as well as advocates of a Greater Japan, such as Viscount Kaneko and Baron Takahashi. Most advertising space was taken by Japanese concerns, inspiring some criticism in both countries.

Despite their political intentions, all of the *Japan Supplements* provided outlets for the work of gifted writers and artists associated with Japan, many for the first time in English. The front cover of the first 're-launch' issue (No.2 in the series overall) of June 3 1916 was illustrated by the Western-influenced Japanese artist Saburotsuke Okada (1869-1939). Inside, this second supplement provided an early platform for the writings of the British journalist and author J.W. Robertson Scott, who would soon go on to edit the *New East* magazine in Tokyo (1916-18) with indirect support organised by the Far East Department of the British Foreign Office.

There are standout attractions throughout the supplements, most notably the work of Robertson-Scott's sister-in-law Elizabeth Keith (1887-1956), whose cover design for issue no. 3, 'The New Japan', stands as a classic representation of the new, modernising Japan, confident in its naval power and proud of its cultural distinction, a kimono-clad mother looking on with a degree of anxiety, Japan's unknowing future on her back.

Japan Supplements published (but see endnote iv)

1910 No. 1 July 19 pp. 72

1916 No. 2 June 3 pp. 20

No. 3 July 15 pp. 20

No. 4 September 2 pp. 20

No. 5 October 14 pp. 20

No. 6 December 16 pp. 24

The Spanish Supplement (29 June 1914) pp.36

Unusually for a single-issue *Times Supplement*, *The Times Spanish Supplement* is numbered No.1, as if The Times had bigger plans in store, possibly in tandem with the ambitious series of South American Supplements produced in these years. Some fascinating pieces on Spanish Jews in Turkey, emigration problems, considerations of the Catalonia and the Basque issues, as well as extensive and interesting pieces on the fruit and cork industries. A clear and enquiring news source on Spain as it was before the implosions of the late 1920s and 1930s.

The Norwegian Supplement (18 May, 1914) pp.24

Although only intended as a single issue, *The Times Norwegian Supplement* provides a fascinating glimpse of a nation on the verge of socialism, displaying many aspects of the educational and national health model that have characterised the welfare state in Scandinavian nations ever since. Britain needed to get Norway onside in the coming conflagration but at this point Northcliffe was heavily fixated on events in Ulster and, like most observers, had little inkling of the cataclysm to come. For scholars of Norwegian literature, the arts, the church, the language question and such formulaic issues as the whaling industry, forestry, mining and the shipping industry the articles here provide data and sober analysis that remains thorough and reliable today.

***The Times* Supplements Associated with World War I**

Culminating in *The Times History of the War*, which began publishing before the end of hostilities, *The Times* published four supplements on topical issues, all supporting the war effort, the last two reflecting Northcliffe's appointment as Lloyd George's Director of Propaganda. Already effectively the loudest voice in the nation, Northcliffe's position alongside the War Cabinet that took office in December 1916 would ensure that *The Times Supplements* would become even more prominent expressions of his commercial and patriotic interests.



The French Yellow Book (19 December 1914), pp. 32.

The French Yellow Book: How Germany Forced the War, was published simultaneously in French (Paris) and English (London) on 2 December 1914. It contained the fullest 'dossier' of French diplomatic correspondence pertaining to the lead up to the war yet published, and was, five months into the conflict, written and designed to firmly assign responsibility for the war to Germany. On 21 December 1914, *The North-German Gazette* was amongst the first German papers to respond to the *French Yellow Book*, issuing what *The Times* described as the 'German Retort to the French Yellow Book'. It was, in fact the *Times*' own Paris correspondent who had undertaken the translation of the documents, with *The Times* newspaper distributing the work in Britain at the behest of the French Government. This activity sparked considerable controversy, with critics questioning the independence of *The Times*, and some accusations of profiteering from the conflict.

In response, *The Times* took the decision to issue *The French Yellow Book* as a 32-page special supplement, issued *gratis* with the paper on 19 December, 1914. Advertising for this supplement informed the reader that 'Demand will not only be exceptional, but unique in the history of a penny newspaper'. This seemed incongruous with its own claim that it was making 'no financial profit', for *The Times* clearly received a massive circulation boost from the publication.

The French Yellow Book should be read in conjunction with the 'White Book', produced by the British Government at a nominal price, setting out key British correspondence and diplomatic activity during the run-up to war. This publication not only represents a valuable source for scholarship on the road to the Great War, but constitutes a fascinating skirmish in the propaganda battles waged alongside the physical conflict.

The Red Cross Supplement (21 October 1915), pp.32.

The Red Cross Supplement was a sister supplement to the *Recruiting Number*. Britain was in desperate need of manpower on the Western Front, it was also in dire need of trained nurses in the convalescence and rehabilitation



hospitals at home. *The Times Illustrated History and Encyclopaedia of the War*, carried much of the material in this supplement (part 41).

Distribution of hospitals with a connection to the British Red Cross, 21 October 1918, p. 4

The Recruiting Supplement (3 November 1915), pp. 16.



This special 'Recruiting Supplement' produced by *The Times*, like many of the wartime numbers, combined a requirement to aid the war effort with a carefully calibrated strategy to boost circulation. An advertisement on 4 November touted the need for thousands of extra copies to be printed, with the original issue contained within *The Times* 'sold out at Printing-House by 10.00 am'. This reprint was sold at 5s. per 100 copies to recruiting agencies, and in the musical halls – always fertile ground for the recruiter. The apparently 'unprecedented demand' both promoted *The Times* as the initiator of the laudable publication, but also complimented readers on their patriotism.

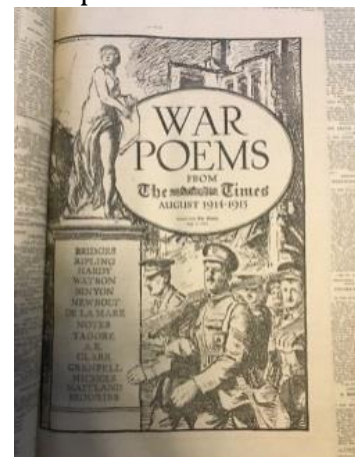
Kipling's 'For All We Have And Are', back page, *The Times Recruiting Supplement*, 3 November 1915.

As with all the supplements, *The Recruiting Supplement* was a response to a critical issue in the national conversation: on this occasion, the composition of the British Army, which had suffered huge losses on the battlefield and in the trenches. Long-running opposition to conscription for foreign wars meant that until the summer of 1915, the British Army had relied upon a volunteer army, famously encouraged by the Kitchener poster. In the summer of that year, however, with manpower shortages increasing, the idea of conscription began to gain traction. Lord Derby was appointed Director General of Recruiting and a survey and register were organised for all men between 18-41 years. In the autumn of 1915, under the so-called 'Derby Scheme' all those not in reserved occupations or medically unfit were required to make a public statement as to whether or not they would serve. Thousands rushed to volunteer and avoid the public shame of being 'fetched'.

The issue of volunteering polarised the literary scene too, with Rudyard Kipling making frequent and powerful speeches on the recruiting circuit, demanding that 'every fit young man come forward to enlist and that every young man who chooses to remain at home be shunned by his community'. Notwithstanding this mix of shame and glory, 38% of single men and 54% of married men refused to serve in the Great War. Thus in January, 1916, The Military Service Bill was passed, and full conscription ensued.

War Poems from The Times, 1914-1915 (9 August 1915), pp.16

During the course of 1914 and 1915, some of the most celebrated poets of the day published their work *The Times*. These included Kipling, Laurence Binyon (1869-1943), de La Mare, Noyes *et al.* This special supplement collected these poems, illustrated with evocative line drawings. This issue preceded the election of the Lloyd George cabinet of 1916 and Northcliffe's appointment as Director of



Title Page, 'War Poems from *The Times*', August 9 1915.

Propaganda. Although undoubtedly patriotic in its inspiration, this supplement is less shrill in tone than its contemporary, Northcliffe's *Overseas Daily Mail*, which expressed in no uncertain terms its mission to recruit young men from the Dominions into the sorry ranks of those bogged down on the Western Front.

***The Times* Special Supplements**

The Divorce Commission Supplement (13 Nov, 1912) pp. 8.

In 1909 a Royal Commission was instituted to look into the Divorce laws of Britain. The gender inequality reinforced by the Divorce Laws had long been a rallying cry for the Suffragettes. With such powerful proponents of reform as Sir Arthur Conan Doyle, President of the Divorce Law Reform Union, urging change, divorce became a hot political topic. In November 1912, when the Royal Commission on Divorce issued its Report, *The Times* issued a special supplement containing the full text. The polarising issue of divorce was fuelled by deep social changes driven by industrialisation and the increasing secularisation of the nation.

The issue aroused the ire of *The Spectator*, which took a negative view of the Report, emphasising that the 'first importance for the nation is to preserve the basis of the family, which is a monogamous union dissoluble only by death or by an essential breach of the marriage contract by sexual unfaithfulness'. The report recommended that the sexes should be on an equal footing as regards divorce, which should be obtainable on specified grounds (adultery; desertion; cruelty; insanity; drunkenness, and imprisonment under a commuted death sentence). The Report also recommended that facilities be opened for hearing divorce cases. War delayed the implementation of these recommendations, but the Report laid the foundations for women's rights and equality in the decades that followed, and the imprimatur of *The Times* set its recommendations before a significant, opinion-leading readership.

The Marconi Scandal Supplement (14 June, 1913) pp.8.

The Marconi Scandal, which broke in the summer of 1912, alleged corruption at the heart of the Liberal Government in the form of insider trading. A group of top ministers, most notably Lloyd George, then Chancellor of the Exchequer, and including such luminaries as Sir Rufus Isaacs and Herbert Samuel, were accused of utilising advanced information of a Government decision to award a large contract to the British Marconi Company to personally benefit from the acquisition of shares in its sister company in the United States.

These claims of corruption in high places were countered with accusations of anti-Semitism. The scandal marks the beginning of investigative journalism in England, with the writer Hilaire Belloc and C. Chesterton (brother of G.K.) pursuing the ministers in articles for the publication *Eye-Witness*. Although none of the charges against Lloyd George *et al* stuck, the concept and practice of press scrutiny of people in public office took root in the modern press and, as a result, the least whiff of financial impropriety became distasteful to British and continental publics.

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Notes

ⁱ Although in some cases, most notably the Japanese, there was a widely-entertained assumption that the Japanese government had subsidized their publication (see below), just as it subsidized the lifestyle and other publications of most Times correspondents in Japan until the mid-1920s. In a good example of Northcliffe's 'cross-selling' habit, the South American Supplements were on sale with *The Times Weekly* issue as a sort of bonus intended to garner annual subscriptions to the *Weekly* (see illustration).

ⁱⁱ Robert Porter founded the *New York Press* and ran the paper from 1887-1994. A versatile spirit, he also organised the controversial eleventh US census for the Bureau of the Census in June 1890 and published a monograph on the process (see *Bibliography*, especially Dorman's 2008 retrospective). He was appointed principal North American correspondent for *The Times* from 1908-1910, bringing him to Northcliffe's notice and appointment as Director of the Supplements Department.

ⁱⁱⁱ As the *Japan Weekly Mail's* most distinguished contemporary sniped, 'It is impossible to conceive Captain Brinkley in a position antagonistic to the government. The training of long years will suffice to deliver him from that unenviable predicament' (*North China Herald & S.C. & C. Gazette*: 9 March 1894, p. 357).

^{iv} Wildes (1927: 250) lists a seventh *Times* Japan Supplement published on June 16 1921. However, there is no mention in the 'earpiece' spaces around the masthead for that day flagging up a Japan supplement, and the whereabouts of this seventh supplement remain a mystery at the time of writing.