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## OUR COMPANY



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## New York Times Timeline 1881-1910

**1882**

**September 4**

Electricity comes to The Times. As dusk settles on Park Row, 52 of Edison's bulbs light its building.

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**1883**

**April 13**

Charles Ransom Miller becomes editor in chief. He will write many of the paper's most famous and controversial editorials until his death in 1922.

**September 23**

The Times drops its daily price to 2 cents on weekdays to compete with The Sun and The World.

**1884**

**October**

The Times casts off its reputation as a Republican newspaper when it endorses Grover Cleveland, a Democrat, for president.



**1891**

**August 12**

Jones, the co-founder and publisher, dies at 79.

**December**

To offset the expense of rebuilding its offices at 41 Park Row, the paper's weekday price is raised to 3 cents, causing circulation to drop.

**1893**

More than a century before The Times's regular use of color in the daily paper, The New York Recorder installs color presses. The World, The Herald and The Journal soon follow.



**1896**

**August 18**

Adolph S. Ochs, publisher of The Chattanooga Times, acquires controlling ownership of The Times for \$75,000, nearly all of it borrowed. He installs himself as publisher. Circulation: 9,000.

**September 6**

An illustrated Sunday magazine begins, carrying the newspaper's first photographs.

**October 10**

First issue of The Saturday Review of Books and Art. Within a year it is included in the Sunday paper.

**October 25**

"All the News That's Fit to Print," coined by Ochs himself after a contest finds no stronger candidate for a slogan, first appears on the editorial page. It moves to Page 1 on February 10, 1897.

**December 1**

The hyphen is dropped from the nameplate, which now reads "The New York Times."

**1897****July 4**

The Times publishes 50 halftone photographs of Queen Victoria's Jubilee procession in the magazine. It is a popular and technical triumph.

**1898****October 10**

In a gamble, Ochs lowers the price of the daily paper to 1 cent. Circulation triples within a year, to 76,000 from 26,000, and advertising revenues soar.

**1901****January**

The Times starts the new century with two telephones. The reporters themselves own all the typewriters, but most still write their articles in longhand.

Ochs lists products and services unacceptable for ads: word contests, prize puzzles, immoral books, references to diseases of men, female pills, fortune tellers, clairvoyants, palmists, massage, offers of large salaries, offers of something for nothing, guaranteed cures and large guaranteed dividends.

**1904****February**

Carr Van Anda, having worked for The Sun for 16 years, is hired as managing editor.

**April 9**

Long Acre Square is no more. With Times Tower under construction, the city changes the name to Times Square.

**April 13**

The Times receives the first on-the-spot wireless transmission from a naval battle, a report of the destruction of the Russian fleet at the Battle of Port Arthur in the Yellow Sea during the Russian-Japanese war.

**1905****January 2**

The Times publishes its first issue in Times Tower.

**1907**

At the instruction of Carr Van Anda, the managing editor, the newspaper sets up a biographical file, or morgue, to index newspaper and magazine clippings. It will reach its millionth name card in the 1940's.

**December 31**

For the first time, a lighted ball descends on Times Square to herald the new year.

**1909****September**

The Times helps to sponsor Robert E. Peary in his race for the North Pole. Peary sends exclusive reports.

**1910****May 29**

The Times sponsors a daredevil flight from Albany to New York by Glenn Curtiss, resulting in the paper's first Page 1 news photograph.

**June 14**

First air delivery of The Times, to Philadelphia.

**October 16**

Walter Wellman sends the first wireless dispatches from a balloon as he tries

unsuccessfully to cross the Atlantic.

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