

ANNIVERSARY

The 85 Years of

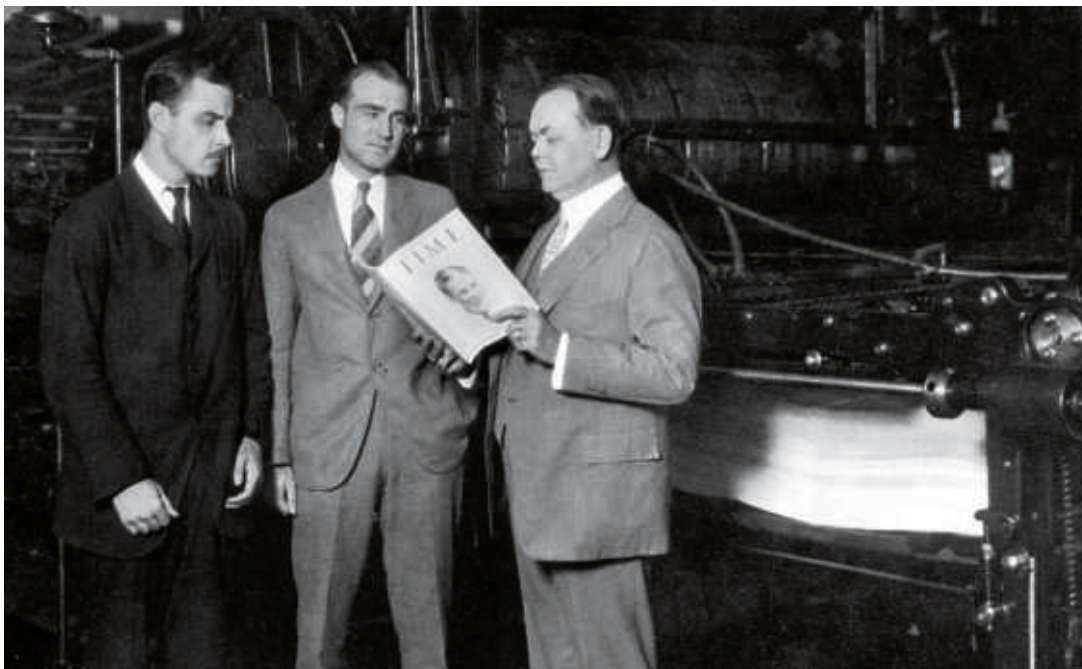


1923

1976

1987

2008



In the beginning Co-founders Britton Hadden, left, and Henry Luce look on as a 1925 issue is read by an Ohio politician

The Birth of TIME.

YES, WE'RE TURNING 85 THIS YEAR, AND WHILE NO ONE over a certain age likes to be reminded of a significant birthday, our history is a vital part of who we are. We have been explaining the world for our readers since 1923, converting confusion into clarity, information into knowledge—and people trust us to do it fairly. We have been an icon in the American cultural landscape for a long time, and on the occasion of our 85th, we wanted to offer a brief look back at how the magazine has covered some of the most historic events of the past and show how we have evolved from a wide-eyed start-up to the premier global news brand. Later this spring we will publish *TIME: 85 Years of Great Writing*, a collection of some of our favorite and most famous stories by our best writers. Several of those stories are mentioned on the following pages. As ever, TIME is of the essence. —*Richard Stengel*, MANAGING EDITOR

A Brief History Of TIME.



1923

The 28-page, 15¢ "Weekly News-Magazine" debuts with a 310-word encomium to former House Speaker Joseph G. Cannon. Also inside: a one-paragraph review of the new Charlie Chaplin film *The Pilgrim*.

Dear Editor

In TIME's first Letters column, author Upton Sinclair complains: "A few weeks ago you called me a Bolshevik, which I am not."

The Border

After attempting a bright orange table of contents on the cover, TIME debuts the iconic red border



First Nonhuman

A "baby basset hound" adorns a story about the Westminster Kennel Club show.



What TIME wrote: Lindbergh's Flight

The Atlantic in its immense indifference was not aware that man-made cables on its slimy bottom contained news, that the silent heavens above pulsed with

news—news that would set thousands of printing presses in motion, news that would make sirens scream in every U.S. city, news that would cause housewives to run out into backyards and shout to their children: "Lindbergh is in Paris!"

What TIME wrote: The Stock Market Crash

For so many months so many people had saved money and borrowed money and borrowed on their borrowings to possess themselves of the little pieces of paper by virtue of which they became partners in U.S. Industry. Now they were trying to get rid of them even more frantically than they had tried to get them.



Youngest Cover Subject

The 20-month-old Lindbergh baby has been missing for eight weeks when he appears on the cover. His body is found 10 days later.



What TIME wrote: Pearl Harbor

The U.S. Navy was caught with its pants down. Within one tragic hour—before the war had really begun—the U.S. appeared to have suffered greater naval losses than in the whole of World War I. Days may pass before the full facts become known, but in the scanty news that came through from Hawaii in the first 36 hours of the war was every indication that the Navy had been taken completely by surprise in the early part of a lazy Sunday morning.



Adolph Hitler Is Man of the Year

The first cover to feature a conceptual illustration shows Hitler seated at a gruesome pipe organ, playing a "hymn of hate."

1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944



1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986



What TIME wrote: Moon Landing

The ghostly, white-clad figure slowly descended the ladder. Having reached the bottom rung, he lowered himself into the bowl-shaped footpad of Eagle, the spindly lunar module of *Apollo 11*. Then he extended his left foot, cautiously, tentatively, as if testing water in a pool—and, in fact, testing a wholly new environment for man. That groping foot... would remain indelible in the minds of millions who watched it on TV, and a symbol of man's determination to step—and forever keep stepping—toward the unknown.

First Byline

Theater critic T.E. Kalem's name appears under his review of *The Dirtiest Show in Town*—the first byline ever printed in TIME. Kalem writes that the show is dirty but also "surprisingly amusing."



First Editorial

TIME runs its first and only editorial, calling for President Nixon to resign: "He has irredeemably lost his moral authority, the confidence of most of the country, and therefore his ability to govern effectively."

A Real Force

A small ribbon on the May 30, 1977, cover reads "Inside: The Year's Best Movie." That film is *Star Wars*. The franchise goes on to appear on the cover six times.

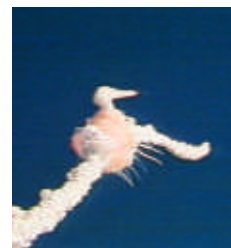


TIME Tunes

In *Pressure*, Billy Joel sings, "All your life is TIME magazine/ I read it too." He joins a host of other singers who name-check the magazine, including Jethro Tull (*Mother England Reverie*), Radiohead (*Myxomatosis*), Rick Springfield (*Bruce*), Manic Street Preachers (*Kevin Carter*) and Tupac Shakur (*When We Ride*).

What TIME wrote: Challenger Disaster

"Where in hell is the bird? Where is the bird?" shouted a space engineer at Cape Canaveral. "Oh, my God!" cried a teacher from the viewing stands nearby. "Don't let happen what I think just happened." Nancy Reagan, watching television in the White House family quarters, gasped similar words, "Oh, my God, no!" So too did William Graham, the acting administrator of NASA, who was watching in the office of a Congressman. "Oh, my God," he said. "Oh, my God."



What TIME wrote: The Atomic Bomb

The greatest and most terrible of wars ended, this week, in the echoes of an enormous event—an event so much more enormous that, relative to it, the war itself shrank to minor significance. The knowledge of victory was as charged with sorrow and doubt as with joy and gratitude. More fearful responsibilities, more crucial liabilities rested on the victors even than on the vanquished.



Inflation!
TIME increases its cover price to 20¢.

What TIME wrote: Building of the Berlin Wall

For weeks the U.S. and its Western allies had been planning to meet the Berlin showdown that Nikita Khrushchev had threatened for the autumn of 1961... But among all the contingency plans in the files at the State Department, not one dealt with a positive response to a blockade of the border between East and West Berlin. Thus, last week, when the Communists dropped the Iron Curtain on that border, the West was caught flatfooted... For four days, while angry West Berliners pleaded for some swift, positive response to the crass Communist shutdown, the West said nothing.



Reel Time

In *A Woman of Distinction*, Rosalind Russell plays the dean of a small women's college who makes the cover of TIME. Perhaps the first prominent mention of TIME in Hollywood was in 1932's *Murder on the High Seas*, when the main characters read the magazine during a voyage to Europe. Other cameos: *The King of Comedy*, *The Incredibles*, *Batman*, *Zoolander*.



Nixon Covers

Richard M. Nixon appears on the first of his 55 TIME covers, by far the most of any single person.



Alumni Corner

Joseph Heller works as an advertising copywriter at TIME while penning *Catch-22*. Other famous writer alums include James Agee (*A Death in the Family*), John Gregory Dunne (*True Confessions*), John Hersey (*A Bell for Adano*), John O'Hara (*Butterfield 8*), Cornelius Ryan (*A Bridge Too Far*) and Calvin Trillin (*American Stories*).



What TIME wrote: JFK Assassination

Over Nob Hill and the Harvard Yard, across Washington's broad avenues and Pittsburgh's thrusting chimneys, in a thousand towns and villages, the bells began to toll. In Caracas, Venezuela, a lone Marine sergeant strode across the lawn of the U.S. embassy while a soft rain fell, saluted the flag, then lowered it to half-mast. At U.S. bases from Korea to Germany, artillery pieces boomed out every half hour from dawn to dusk in a stately, protracted tattoo of grief... Later the words came, torrents of them. But only two were really needed. A Greek-born barber said them in his Times Square shop: "I cry."

1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965



1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007



The Other Clinton

Hillary Clinton appears on the first of her 24 covers, the most of any woman.

Screen Time

TIME becomes the first newsmagazine to go digital, joining the America Online platform in September 1993.

Best Sellers

Before September 2001, royalty rules TIME's best-seller list. Covers on the death of John F. Kennedy Jr. in 1999 and Princess Diana in 1997 sell more than 1 million newsstand copies each.



Yep, You Liked It

TIME.com readers—many linking from Ellen fan sites—overwhelmingly pick the April 14, 1997, Ellen DeGeneres cover as the magazine's best ever.



The only cover since 1927 without a red border and the only issue without advertising sells 3.4 million newsstand copies, the most ever.

What TIME wrote: 9/11

If you want to humble an empire it makes sense to maim its cathedrals. They are symbols of its faith, and when they crumble and burn, it tells us we are not so powerful and we can't be safe. The Twin Towers of the World Trade Center, planted at the base of Manhattan island with the Statue of Liberty as their sentry, and the Pentagon, a squat, concrete fort on the banks of the Potomac, are the sanctuaries of money and power that our enemies may imagine define us. But that assumes our faith rests on what we can buy and build, and that has never been America's true God.

2008



Congrats!

You are holding the 4,440th issue of TIME magazine (consider yourself well read).

What TIME wrote: Fall of the Berlin Wall

For 28 years it had stood as the symbol of the division of Europe and the world, of Communist suppression, of the xenophobia of a regime that had to lock its people in lest they be tempted by another, freer life—the Berlin Wall, that hideous, 28-mile-long scar through the heart of a once proud European capital, not to mention the soul of a people. And then—poof!—it was gone.



A Look Back
For TIME's 85th anniversary, check out the most lasting images ever to appear inside the red border, at time.com/85th



Dwight D. Eisenhower, 1945
By Ernest Hamlin Baker



Adolph Hitler, 1945
By Boris Artzybasheff



Jackie Robinson, 1947
By Ernest Hamlin Baker



Coca-Cola, 1950
By Boris Artzybasheff



Charles de Gaulle, 1959
By Bernard Buffet



Sophia Loren, 1962
By J. Bouche



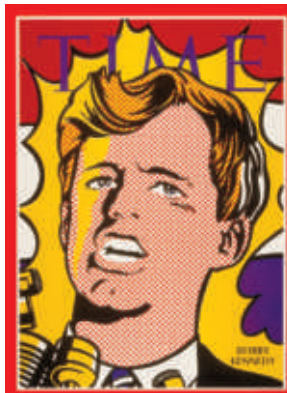
R. Buckminster Fuller, 1964
By Boris Artzybasheff



Thelonious Monk, 1964
By Boris Chaliapin



Martin Luther King Jr., 1964
By Robert Vickrey



Robert F. Kennedy, 1968
By Roy Lichtenstein



Richard Nixon, 1972
By Stanley Glaubach



Jesus, 1988
By Tom Bentkowski

The Art of TIME.

ALMOST FROM THE MAGAZINE'S INCEPTION IN 1923, the cover of TIME has been a cultural touchstone in American life. The famous and the infamous, the heroes and the scoundrels, the significant trends and the momentous events of the day have appeared on it, portrayed by artists and photographers who gave TIME its signature visual style. Today's magazine covers evolve from that traditional style. Where art and illustration once prevailed, we now see almost exclusively photography, a medium that imparts immediacy and often suggests exclusive access to high-profile subjects. Today's covers portray concepts, ideas and trends as well as people in the news. The gallery of covers here represents artwork and paintings of newsmakers that gave TIME its signature style. This art doesn't purport to showcase the best or most important covers in TIME's history, just some of its most beautiful and—for want of a better word—timeless. —Arthur Hochstein, ART DIRECTOR