

*New York Times*  
*Assignment #2*

Melonie Bourque  
HIST 201  
Prof. Jersild

Accessing the microfilms were a bit difficult in the beginning. Trying to figure out exactly where each day subscription ended, and where each day began was the hardest for the nineteenth century. Much of the microfilms were blotchy or blurred because of how old the films were. Many of the days in August were not visible and printing or emailing, even thumb driving the information was challenging, which is an understatement. After looking into the possibility of digital newspaper archives, I decided that would be the best route for me and this paper.

For my research, the years I had to complete from the *New York Times* were; August 30<sup>th</sup> 1877, 1933, and 2001. The first thing that I came across was the price on all three years and the sizing of the newspaper along with the advertisements listed.

The year 1877 began with only eight pages, costing four cents and the topics of interest were on the happenings of the local area, listed within the first two pages of the newspaper. World news could be found within the inside pages and if any patrons had any grievances, they could be announced on the same pages of the advertisements. The only advertisement listings were “help wanted.” What patrons wanted in the 1877, for woman were Cooks, Washers, Chamber-maids, and nurses. For the men, Coachmen, Groom (Gardner) and Farm hands. The advertisement wording was derogatory towards women on what a family was looking for to care for their children and what was expectant of them. An ad reads, “Cook – A competent woman; good cook and baker. Must understand milk and butter.”<sup>1</sup> This type of verbiage is what was to be known in the nineteenth century, and if a woman was available, she was given an address to make her statement of accounts for the job. Other type of listings were rooms for rent. This usually appeared within the last two pages of the paper. Patrons who were willing to rent a room or space, were very selective in the description on who were “acceptable” to rent the space.

---

<sup>1</sup> “Cook.” Editorial. *New York Times*. August 30, 1877.

“Near Madison square – elegantly furnished suites of rooms; private table, suitable for families and single gentlemen, house and table strictly first class.”<sup>2</sup>

The main transportation for the surrounding area were boats and steamships. On the last page of the *New York Times*, the ships that were entering and exiting the ports were listed by name, along with the crew members and the passengers aboard and the destination that the steamships were going to or coming from. Devoting a section of the paper to the announcement of travelers, was refreshing to see. Someone took the time to gather the ships manifest and publish the announcement, weekly.

Considering that, in 1933, over fifty years later, the paper had increased to forty pages, however the price remained the same at four cents and the news began with the local areas and world news on the front page. Sections of the paper are now listed amongst the top of each paper, identifying what can be read within that section. Anywhere from financial and sports to used automobiles and apartments for sale or rent. Nonetheless, what caught my attention with the 1933 issue, was sent wireless to *New York Times* with the headline of “Nazis Imprison Jews in Concentration Camp after French Paper Charges Abuses There.”<sup>3</sup> The Second of the World Wars did not begin until the invasion of Poland in 1939. For the publication of the imprisonment of Jews and the information given that an Evangelical church in a Bavarian Village of Mainbernheim was the first to install a Nazi swastika in place of a usual cross.<sup>4</sup>

A propaganda piece that occurred more than any other influential piece, was how much of an influence the NRA (National Rifle Association) was becoming. From articles on high

---

<sup>2</sup> “No. 53<sup>rd</sup> & 57<sup>th</sup>.” Editorial. *New York Times*. August 30, 1877.

<sup>3</sup> “Nazis Imprison Jews in Concentration Camp after French Paper Charges Abuses There.” Editorial. *New York Times*. August 30, 1933.

<sup>4</sup> “Nazis Imprison Jews in Concentration Camp after French Paper Charges Abuses There.” Editorial. *New York Times*. August 30, 1933.

powered supporters, just as Mrs. Roosevelt did urging patrons to “support” the NRA, to women who are NRA supporters are being backed by the NRA at solving disputes in the labor work field. The advertisements for the NRA, litter the *New York Times* just as much as the advertisements for clothing for men, women, household items and automobiles. Advertisements for motor oil or Chesterfield cigarettes, have taken out a page itself to allure the consumer into believing the consumer *needs* that product and *why* the consumer should buy their product.

Finally, in 2001, the *New York Times* more than doubled in size, ninety-two pages worth of news, entertainment, and advertisements at the cost of seventy-five cents. Ninety-two pages of the *New York Times* with more than half of the paper marketing advertisements. Bloomingdales alone, had a marketing spread of 40 pages, combined. The advertisements were apt to the men and women’s fashion than on household items and automobiles. The one difference though with the 2001 paper than any of the others was the introduction of the cellular phone. AT&T, Sprint and Verizon took out a two-page spread, each, of the latest cellular phone and the “quality” time staying connect to family at a lower price when purchasing a family plan.

With 1877 and 1933, I began each section describing what could be seen on the front page of the *New York Times*, but with 2001, the monstrosity of advertisements caught my attention throughout the entire newspaper. I am not saying that the 2001 newspaper did not have the current events both local and abroad, or the financial status of the stock market or sports with the announcement that Tiger Woods just won his third straight World golf champion. All I’m saying, is the advertisements are becoming more of the focal point for consumers than what is actually in the real world.