

Chronology of Key Events in the History of the Daily Mail

1896	4 May	Daily Mail is launched by Alfred Harmsworth, later known as Lord Northcliffe. The paper is priced at 1/2d and promoted as 'The Busy Man's Daily Journal.'
1896	22 July	First full page advert appears (for 'Kutnow's Powder').
1897	23 June	Publishes the largest news illustration printed by an English daily paper, for Queen Victoria's Diamond Jubilee procession. A special Jubilee Golden Issue is published at a price of 6d. Harmsworth says 'under no circumstance can we publish more than 100,000 copies.'
1899		Tom Marlowe becomes Editor
1899	11 March	Carmelite House opens as the joint home to both the Amalgamated Press periodicals and Harmsworth's two main newspapers, the Daily Mail and the Evening News.
1899	9 April – 14 May	A Sunday edition of the Daily Mail is published for a few weeks, but swiftly dropped.
1899-1900		Lady Sarah Wilson becomes the world's first female war correspondent, reporting for the Daily Mail on the Boer War and covering the siege of Mafeking.
1899	16 October	Rudyard Kipling is commissioned by the Daily Mail to write a poem to raise money for families of Boer War veterans. The 'Absent-Minded Beggar' is printed in the Daily Mail on 31 October 1899, and Kipling donates his fee to a fund named after the poem. Publishing rights to the poem were sold for £5 5s to other newspapers, and all proceeds were given to the charity. It was not long before 'Absent Minded Beggar' fever swept the country, inspiring a range of merchandise. It is credited with raising between £250,000 and £300,000 (£14 and £17 million in today's money).
1900	27 March	'Mafeking Mail' pages included in the Daily Mail, reproducing pages printed in Mafeking during the siege.
1900	8 August	Offer of Encyclopaedia by the Daily Mail to readers, the first serious attempt at hire-purchase advertising: '5/- down and 5d a day'.
1901	4 January	Golden Issue for the New Century dated the 31st December 1900. Owing to the special printing process required to produce gold lettering on special paper, it was finally available for delivery on the 10th January 1901 at a price of 6d.
1902	11 August	Coronation issue of Edward VII, featuring the first full page advert on the front page (for Mellins baby food).

1903	December	The Wright Brothers' first flight. Daily Mail carries the headline 'Ballonless Airship'
1904		Overseas Mail launched as a weekly, subscription-only, edition of the newspaper. It runs until 1939, and again between 1944 and 1952.
1904		The first photographic images appear in the Daily Mail. These were actually reproduced as engravings, with each image taking a week to produce, so they were used sparingly on feature pages.
1905		Associated Newspapers Ltd is founded as a limited company.
1905	22 May	The Continental Daily Mail is launched, published in Paris.
1906	17 Nov	Daily Mail offers a prize of £10,000 for the first flight from London to Manchester completed within 24 hours. It is roundly mocked by other newspapers.
1907	19 April	First 'halftone' picture appears in the news pages. It is a photo of Chancellor Herbert Asquith.
1908		Prize of £1000 offered for the first cross-Channel flight.
1908	9-24 October	First Ideal Home Exhibition, founded by the Daily Mail and sponsored by the newspaper annually until 2009.
1909	24 March	Sir Ernest Shackleton sends a cable to the Daily Mail about his expedition to the South Pole. The report fills four-and-a-half columns and becomes one of the Daily Mail's greatest coups.
1909	25 July	Bleriot wins the Cross-channel flight prize.
1909	October	The Daily Mail-owned paper mill at Grand Falls, Newfoundland, opens.
1910	29 April	Louis Paulhan wins the £10 000 prize for flying between London and Manchester.
1910	22 July	A film illustrating production of the Daily Mail from the Newfoundland forest to the bookstall is released.
1913		Prize of £10,000 offered for the first transatlantic flight.
1914	January	'Free Insurance' scheme launched. Free insurance was available only to subscribers to the Daily Mail. The idea behind it was to stabilise sales at that time when regular newspaper reading was not yet a habit. It paid out for death or injury. The scheme continued until 1939 and it is estimated that the Mail paid out around £2 million in total.
1914-1918		Daily Mail produces War Postcards to raise money for military charities. The images were all provided by the British Press Bureau (part of the War Office).

1915	29 January	Photographs of the sinking German battleship "Bluecher" published. The Daily Mail pays £350 for the rights.
1915	5 April	'Teddy Tail' appears for the first time. This is the first British comic strip in a national newspaper.
1915	21 May	'The Shell Crisis'. Lord Northcliffe writes a lead article with the headline 'Kitchener's Tragic Blunder', criticising the supply of shells to the front lines. The next day the Daily Mail is burned on the floor of the Stock Exchange.
1919		John Alcock and Arthur Whitten Brown win the £10,000 prize for the first transatlantic flight.
1919	30 June	'Golden Peace Issue' published to commemorate the signature of the peace treaties officially ending the First World War. The issue is priced at 1/- and includes articles by John Buchan, Joseph Conrad, Sapper and Arthur Conan Doyle.
1920	15 June	Daily Mail commissions Dame Nellie Melba to make the first professional broadcast on the wireless.
1920	September	First photograph wired between London and Paris using the B�lin method.
1922		The Daily Mail and General Trust is founded to control Associated Newspapers Holdings.
1922	14 August	Death of Lord Northcliffe. His brother, Harold Harmsworth, 1st Lord Rothermere, takes over the chairmanship of Associated Newspapers.
1923	10 February	Daily Mail Atlantic Edition begins publishing on the transatlantic Cunard liners. It runs for 8 years, closing in 1931.
1924	25 October	Daily Mail publishes the 'Zinoviev Letter' four days before the British national election in 1924.
1925		Average number of pages per issue rises to 20 from 12.
1926		Walter Fish takes over as editor.
1926		Sales of the Daily Mail reach two million.
1926	4 May	Printers refuse to print Daily Mail editorial 'For King and country', which condemned the miners' call for a general strike. This contributed to the failure of government negotiations with the unions. No national newspapers were published until 12th May. During the General Strike around 250,000 copies of the Continental Daily Mail were sent to England to plug the gap.

1927	7 January	The first transatlantic telephone call is made between the editor of the Daily Mail and his New York correspondent. The next day the conversation is published in the newspaper (it was mainly about the weather).
1927	12 April	Northcliffe House, Associated Newspapers' new headquarters, opens in Kensington and is acclaimed as one of the most architecturally beautiful newspaper offices in the country.
1927	21 June	Lord Rothermere writes an editorial entitled "Hungary's place in the sun", in which he supports a detailed plan to restore to Hungary large pieces of territory it lost at the end of the First World War. He became a hero in Hungary as a result, and a street in Budapest is named after him.
1928	28 February	'News of the Future' special issue published for visitors to the Ideal Home Exhibition. Dated 1 January 2000, the issue is a spoof newspaper imagining the world on the dawn of the new millennium.
1929	14 October	A picture of the Prince of Wales (the future Edward VIII) is printed on the front page, described as 'the most popular photograph of anyone in the world'. The Daily Mail sells prints for 1s 6d.
1930		Average number of pages rises to 24.
1930	7 August	Amy Johnson awarded £10,000 by Daily Mail for solo flight to Australia.
1931		W. L. Warden becomes editor.
1932		Esmond Cecil Harmsworth, later 2nd Viscount Rothermere, becomes Chairman of Associated Newspapers.
1933	8 April	Weekly children's supplement begins, and runs until 26 July. A similar supplement appears in 1934.
1933	20 April	Weekly 8-page women's supplement begins, and runs until 20 July.
1933	19 October	An exclusive interview with Adolf Hitler by chief reporter G. Ward Price.
1934	5 March	Charles Dickens' previously unpublished 'Life of our Lord' is serialised in the Daily Mail. Associated Newspapers had paid \$210,000 to his estate for the rights.
1934	21 April	Publication of the infamous 'first photograph' of the Loch Ness Monster, following a hunt organised by the Daily Mail in October 1933.
1934	18 October	Daily Mail publishes the first photograph to be transmitted by 'beam radio'. Sent from Melbourne to London, the picture shows the Duke of Gloucester with a koala, and took 25 minutes to transmit.
1935		A.L. Cranfield becomes editor.

1935	6 May	George V Silver Jubilee supplement is published, printed on silver paper.
1936	21 January	Death of George V. The front page is notable for featuring a photograph of the king, rather than an advertisement.
1939		Robert Prew becomes editor.
1939	2 September	Last full-page advertisement appears on the front page.
1939	4 September	News is on the front page for the first time, reporting on the sinking of the SS Athenia.
1940	June	Newspaper rationing begins, and the average page count of the Daily Mail declines to 4 pages by 1944.
1940	26 November	Death of Harold Harmsworth, 1 st Lord Rothermere, in Bermuda.
1940	31 December	A photo of St Paul's surrounded by smoke and flames appears on the front page. One of the most famous pictures of the Blitz, it was taken by staff photographer Herbert Mason from the roof of the Daily Mail offices in Fleet Street.
1944		Stanley Horniblow takes over as editor.
1944	5 January	The Transatlantic Daily Mail, targeted at American readers, is launched and published weekly until 21 August 1946.
1946	4 May	Daily Mail celebrates 50 years of publication. Winston Churchill pays tribute to this newspaper, which was 'always true to King and country - always keeping the flag flying...a new chapter was opened when the Daily Mail was founded and scores of millions of people became newspapers readers, who had not been attracted to the older forms of journalism.'
1946	5 December	The Scottish edition of the Daily Mail is launched.
1947		Frank Owen becomes editor.
		A replica Viking ship, named Hugin, sails from Denmark to Britain to celebrate the 1500 th anniversary of the invasion of Britain. The Daily Mail buys the Hugin and donates it as a gift to the towns of Ramsgate and Broadstairs.
1950	July	Guy Schofield takes over as editor.
1953		The Overseas Mail becomes the Weekend Mail.
1953	2 June	Queen Elizabeth II Coronation supplement published. 64 pages at a price of 1 shilling.
1953	June	Ralph Izzard, Daily Mail reporter, follows the Everest expedition led by

		Edmund Hillary and gets remarkable coverage, scooping The Times, who were the official sponsors.
1954	January-April	Daily Mail Himalayan expedition to search for the Yeti, led by Ralph Izzard. A photograph of a "Yeti footprint" appears on the front page on 2 Feb 1954.
1954	30 November	Publication of 48-page supplement to commemorate Winston Churchill's 80 th birthday.
1954		Arthur Wareham appointed editor.
1955	April	National newspaper strike. No papers printed.
1956	4 May	Daily Mail celebrates 60 years of publication with a special diamond jubilee edition.
1957	16 December	Noel Barber reports from the South Pole on the Hillary/Fuchs expedition.
1959		William Hardcastle becomes editor.
1960		Average number of pages rises to 18.
1962	27 February	Britain's first full page colour advertisement is printed in the Daily Mail, for Birds Eye frozen foods.
1962	24 September	First colour news pages printed, showing pictures of Prince Andrew. These were pre-printed as they could not be incorporated into the regular print run.
1962	28 December	Daily Mail runs a 'Boys & Girls Exhibition' at Olympia. A special 'Souvenir edition for the Future' is produced for the exhibition.
1963	February	Brendan Mulholland is imprisoned over the Vassall affair. John Vassall, a civil servant, had been revealed in 1962 to be a Soviet spy. Major press criticism of security arrangements were addressed in a tribunal. The inquiry tried to compel journalists to reveal their sources behind the allegations. Brendan Mulholland of the Daily Mail and Reg Foster of the Daily Sketch refused, and were prosecuted for contempt of court.
1963	December	Michael Randall becomes editor.
1966	28 September	'Money Mail' section is launched, providing advice and news about personal finance.
1966	19 December	Arthur Brittenden appointed editor.
1967	17 January	Daily Mail publishes a story about the large number of potholes in Britain, giving the example that 'there are 4000 holes in Blackburn, Lancashire'. John Lennon later used this line in The Beatles song 'A Day

		in the Life.'
1968	29 October	'Femail' magazine section is launched, edited by Shirley Conran. Written 'by women, for women', Femail is the first women's magazine in a national newspaper.
1971		Average number of pages rises to 32.
1971		Vere Harold Esmond Harmsworth, later 3rd Viscount Rothermere, takes over as chairman of Associated Newspapers.
1971	3 May	Moves to tabloid format.
1971	11 May	Merged with Daily Sketch. David English is brought in as editor from the Daily Sketch.
1975	4 April	Daily Mail charters a Boeing 707 to go to Vietnam and bring back 150 orphans.
1978		Exposé of the Moonies (Unification Church) in the story 'The Church that Breaks Up Families'. This leads to the longest libel battle in UK history, eventually won by the Daily Mail on 1 April 1981.
1978	12 July	2 nd Viscount Rothermere dies.
1978	27 July	Louise Brown, world's first 'test-tube baby', is featured in the Daily Mail, which bought the exclusive rights to the story.
1983		Mail on Sunday launched as a separate newspaper with its own writers and editorial team.
1988		Daily Mail moves from Fleet Street to the Associated Newspapers headquarters at Northcliffe House.
1989		Water-based ink that does not come off on readers' hands introduced. Full colour printing throughout the paper.
1992	18 March	Front page world exclusive: 'Andrew and Fergie to part', announcing the end of the marriage of the Duke and Duchess of York.
1992	July	Paul Dacre becomes editor and Sir David English becomes editor-in-chief.
1993	16 October	Saturday supplement 'Weekend' is launched.
1994	19 January	'Princess Diana talks to the Mail' – an exclusive interview with the Princess of Wales.
1995	19 January	Scottish Daily Mail is relaunched.
1996		Average number of pages rises to 80.

1996	4 May	100 th anniversary of the Daily Mail.
1997	14 February	Daily Mail runs a front page with the headline 'Murderers'. This features the five men accused of the racist murder of black teenager Stephen Lawrence in 1993. The story stated that it believed that the men had murdered Lawrence and added 'if we are wrong, let them sue us.' The headline is re-run in 2006 when a new investigation is announced.
1998	10 June	Sir David English dies.
1998	1 September	Death of 3rd Viscount Rothermere. Jonathan Harmsworth, 4th Viscount Rothermere, takes over as chairman of Associated Newspapers.
1999	3 November	'Dying of Embarrassment' campaign to raise awareness of prostate cancer.
2000		Average number of pages rises to 96.
2003		Daily Mail holds a ballot on the European constitution, setting up 6500 polling boxes throughout the UK. The purpose is to call for a full referendum over the adoption of the EU constitution.

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