

The celebration of a century

In August 1896, a young newspaper

publisher from Chattanooga, Tennessee, came to New York to make his mark and



purchased a financially bankrupt newspaper called The New-York

Times. His name was **Adolph S. Ochs**. His goal

was to build a newspaper with a reputation for a fair and complete

news report backed by honorable business practices. One hundred years later, Mr.

Ochs's vision still serves as the standard for this newspaper. Not only is 1996 the

centennial year of Mr. Ochs's purchase, it also marks the 100th anniversary of The

New York Times Book Review, The New York Times Magazine and the most

famous newspaper slogan in history: "All the News That's

Fit to Print." The men and women of The New York Times thank all

the readers, advertisers and other supporters of **The New York Times**,

who have helped to make this milestone possible.

