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ADVERTISING REFLECTS THE MOMENTS

In 1966, **IBM** advertised in The New York Times to generate awareness for its involvement in the NASA space program and the company's efforts to help put a man on the moon.



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Since our founding in 1851, advertising in The New York Times has reflected the moments that shape our world and has been a vital source of funding for our independent journalism. When companies invest in news organizations, journalists can report the stories that matter — to you, to society and to our shared future.

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In 1998, consumers were just beginning to trust the internet with money.
E*TRADE's advertising aimed to normalize online stock trading for everyday people and disrupt the traditional brokerage model.

THE NEW YORK TIMES, WEDNESDAY, SEPTEMBER 16, 1998

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E*TRADE 2.0? Or E*TRADE kicks butt?**

Introducing the new E*TRADE. The Web's one-stop financial center. With 10x more research. More tools. More power.

All You Need to Invest
You can invest in stocks, options, and over 4,000 mutual funds. You also get cash management features like free checking, direct deposit, and competitive interest on uninvested funds. You can even get mortgages and a no-annual-fee VISA® card.

Control Your Portfolio
Set up and track your portfolio. Create watch lists of hot stocks and options. Get real-time views of what's moving the markets. Receive e-mail alerts on stock prices and P/E targets you set.

Free Real-Time Quotes
Because old information is bad information. Also get breaking news. Charts. Analysis from leading sources. Morningstar research. Upgrades. Downgrades. All for free.



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Free investing help and education. Like mutual fund screening tools. Analyst views. And retirement planning calculators.

Still \$14.95 a Trade!
E*TRADE not only gives you free tools to track and manage your money, but you can place trades around the clock — online or by phone — for as low as \$14.95.

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Using the leading Internet encryption technology, E*TRADE offers unsurpassed privacy and security of your data.

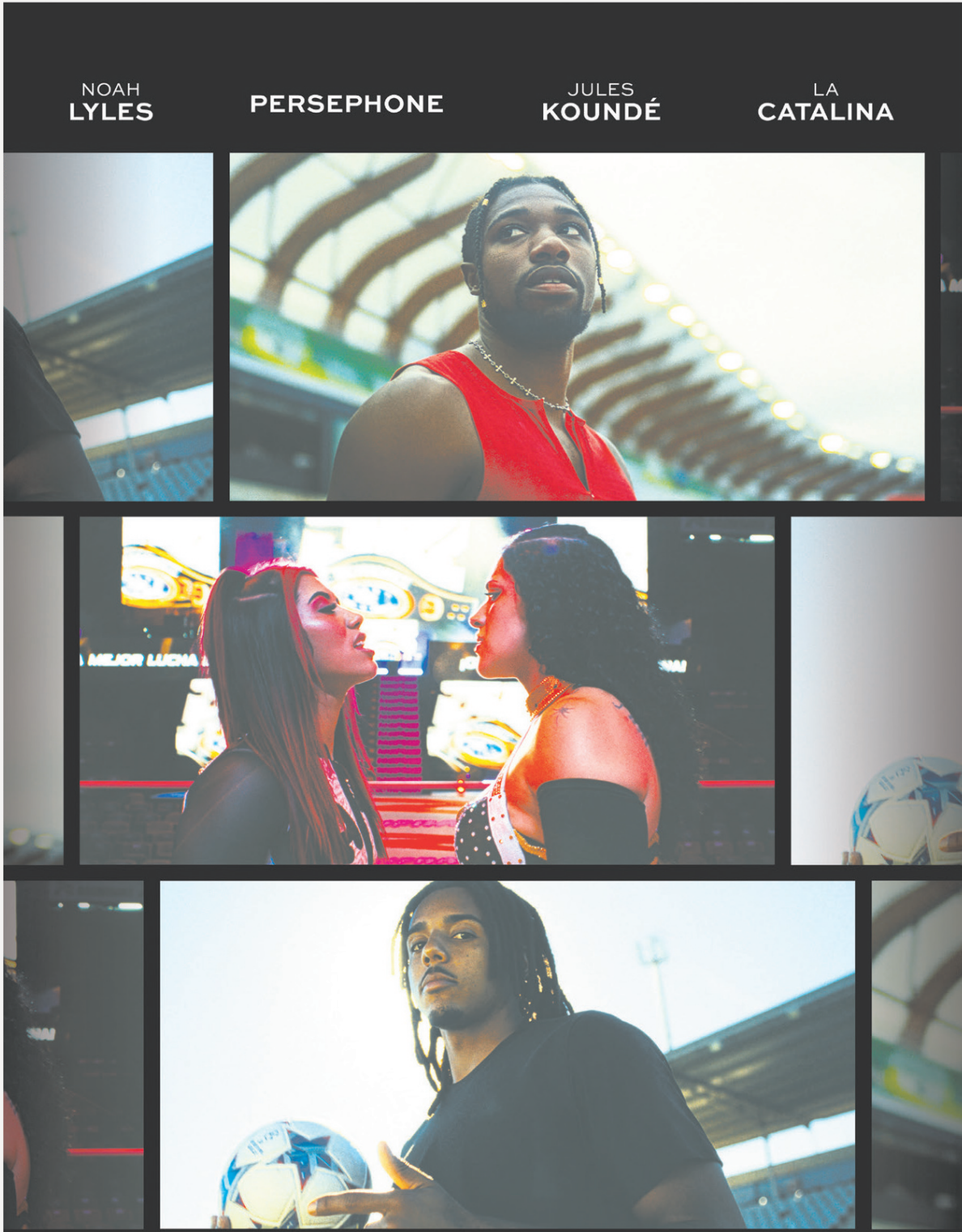
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B12 THE NEW YORK TIMES BUSINESS TUESDAY, JANUARY 27, 2026

NOAH LYLES PERSEPHONE JULES KOUNDE LA CATALINA



NARRATED BY SUE BIRD

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