

The Headlines the 'Times' Wants Back

While *The New York Times* inundates the city's cultural institutions this summer with buttoned-down exhibitions celebrating Adolph S. Ochs' purchase of the newspaper 100 years ago, a small exhibition downtown on Avenue A presents a different view of the *Times*.

"Paris in the 20's: Selections From the Archives," at the Limbo cafe through the end of the month, displays some of the more critical works from *Paris*, the 'zine whose sole purpose during its two-year tenure from 1994 to '96 was to poke fun at the newspaper of record simply by reprinting verbatim its foibles.

the Museum of Modern Art and the American Museum of Natural History—not to mention changing the name of the Times Square shuttle subway to *The New York Times* Square shuttle—the *Paris* editors felt compelled to create a companion exhibit. The counter-*Times* exhibit includes headlines such as "Two Biologists Peered at Dead Flies Every Day for a Year," the likes of which you won't find in "Headlines, Deadlines, Bylines: The New York Times Morgue 1896–1996," one of the *Times* own exhibits at the main branch of the New York Public Library.

Not the most visually stimulating exhibit, the *Paris* show is



FRANCINE ROMEO

Cafe customers take keen interest in exhibit spoofing *Times*

Such classic *Times* headlines as "Billions Suffering Needlessly, Study Says" and "Bridge Team Is Upset" may have passed unnoticed if not for *Paris*, a collaboration among Paul Tough, a senior editor at *Harper's*; Deirdre Dolan, a writer for *The New York Observer*; and Stephen Sherrill, a former writer for the David Letterman show. (The 'zine, which took its title from a headline in *The Trends Journal* predicting that "U.S. to Become Like Paris in the 20's," ceased publication earlier this year.)

When the *Times* announced plans for its city-wide centennial celebration, with exhibitions at

pretty much just the original *Times* clips soberly framed in plain black. Customers at the cafe appear to treat the display as some type of conceptual art rather than a spoof. They might be right.

Professed *Paris* fans at the *Times*' West 43rd Street newsroom include *Times Magazine* editors Adam Moss and Gerry Marzorati. "We've gotten a few letters from people at the *Times*," says Sherrill. "We're not sure if it gets passed around there or not. There was one *Times* writer who liked it. She was relieved she didn't have any pieces in it." —AS