

[21693001]



In the quarterly report , Arthur Ochs Sulzberger , New York Times Co. chairman and chief executive officer , said negative factors affecting third-quarter earnings will continue .

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Analysts agreed with company expectations that operating profit will be down this year and in 1990 .

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Mr. Sulzberger said the scheduled opening of a new color-printing plant in Edison , N.J. , in 1990 would involve heavy startup and depreciation costs .

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" With the Edison plant coming on line next summer , the Times is facing some tough earnings comparison in the future , " said Peter Appert , an analyst with Morgan Grenfell .

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" But many newspapers are facing similar comparisons . "

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The company also has a stock-repurchase plan .

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Analysts said they were impressed by the performance of the company's newspaper group , which consists of the Times , 35 regional newspapers and a one-third interest in the International Herald Tribune : group operating profit for the quarter increased slightly to \$ 34.9 million from \$ 34.5 million on flat revenue .

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Drexel Burnham's Mr. Reidy pointed out that " profits held up in a tough revenue environment .

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That's a good sign when profits are stable during a time revenue is in the trough .