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Document 1693
                                                                                                                                                                                                                                                                                                                                                                                                                                                      e , New York Times closed at $ 28.125 a share , down 37.5 cents _ named:x-c named:x-c n_of:x v:e-i p:e-u-i n:x card:i-i-c p:e-u-i n_of:x _ p:e-u-i card:i-i-c n:x
                                       Analysts said the company 's troubles mirror those of the industry n:x v_to:e-i-h-i q:i-h-h n_of:x-i _ n:x v:e-i-p part_of:x-i _ q:i-h-h n:x
                                                                                                                           , which often represents half of the advertising volume at most daily newspapers , largely is n't rebounding in the second half from extended doldrums as expected . _ _ a:e-e v:e-i-p part_of:i-i _ q:i-h-h v:e-i-p _ nof:x-i _ p:e-u-i q:i-h-h v:e-i-p _ n:x x:e-h-h v:e-i-p _ ...
                            At the same time , newspapers are bedeviled by lagging national advertising , especially in its financial component p:e-u-i q:i-h-h a_as:e-i n_of:x _ n_of:x-i _ v:e-u-p _ v:e-i-p a:e-p n:x _ x:e-u p:e-u-i q:i-h-h a:e-p n:x _ x:e-u p:e-u-i q:i-h-h
                                    Dow Jones & Co. recently reported net fell 9.9 % , a reflection , in part , of continued softness in financial advertising at The Wall Street Journal and Barron 's magazine named:x-c nam
                                                                                                                                                                                                         be a fairly soft year in newspaper-industry advertising , "

v_idie-p-i q:i-h-h a:e-e a:e-p n:x p:e-u-i n:x n:x _ v_idie-p-i q:i-h-h a:e-w_idie-p-i q:i-h-h a:w_idie-p-i q:i-h-h a:w_idie-p-i q:i-h-h a:w_idie-p-i q:i-h-h a:w_idie-p-i q:i-h-h a:w_idie-p-i q:i-h-h a:w_idie-p-i q:w_idie-p-i q:w_
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    g , " said John Morton , an analyst for Lynch , Jones & Ryan  
__ v_to:e-i-h-i named:x-c named:x-c __ q:i-h-h _ n:x __ p:e-u-i named:x-c __ named:x-
                                                                                                                              earnings will hold steady , but we just do n't see a big turnaround in the trend in advertising n:x _ v:e-i-p a:e-p _ pron:x a:e-e _ neg:e-h v:e-i-p q:i-h-h a:e-p _ n:x _ p:e-u-i q:i-h-h n:x _ p:e-u-i n:x _ ...
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     (ARG2)
(ARG1)
                                  John S. Reidy , an analyst for Drexel Burnham Lambert Inc. , said , "The Times faces the same problem of other publishers: linage is down . named:x-c n:x named:x-c n:x named:x-c v:e-i-p q:i-h-h named_n:x-c v:e-i-p q:i-h-h a_as:e-i n_of:x-i _ a:e-i n:x-i _ n:x _ p:e-i _
                           It will be hard to do handstands until real linage starts heading back up . "

_ _ a_for:e-h-i _ v:e-i-p n:x x:e-h-h a:e-p n:x v:e-h v_dir:e-i place_n:x p:e-i _ _
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      (ARG1)
                              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 . pre-u-i q:i-h-h a:e-p n_of:x-i _ named:x-c _ named:x-c
                                  Analysts agreed with company expectations that operating profit will be down this year and in 1990 .

n:x v_on:e-p p:e-u-i n_of:x-i n_of:x-h _ v:e-i-p n:x _ _ p:e-u-i q_dem:i-h-h n:x _ p:e-u-i yofc:x-c _
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