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**AN ANALYSIS OF FOOD ARTICLES AND FOOD ADVERTISING
IN EIGHT SELECTED METROPOLITAN DAILY NEWSPAPERS**

by

Catherine B. Love

A PROBLEM PAPER

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CHAPTER I

INTRODUCTION

Lack of communication between the retailer and the consumer is one of the major problems in present-day market structure. Current trends indicate that this gap will widen as society becomes more urban, markets more complex, and the variety of goods and services increases. Continuing decline in personal salesmanship and contact has forced consumers, knowingly or unknowingly, to look to other sources for information and assistance in buying.

Newspapers are a major communication medium between the retailer and consumer and are potentially at least a good source of buying information. The purpose of this study is to investigate the content of food advertising and food feature articles in a selection of metropolitan daily papers. Specifically, the objectives are:

1. To measure and compare the space allocated to food advertising and to articles about food.
2. To analyse the content of the articles to determine the scope of the subject matter covered.

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3. To examine the extent to which advertising and article content are mutually supportive and/or complementary.

Background to the Problem

Renewed interest in improving and expanding consumer information and education has come about since the end of World War II. Circumstances evolving from rapidly changing markets, product growth, and time required to shop have given impetus to the trend.

The complexity and wide range of goods is illustrated by the fact that a giant supermarket or discount house may carry as many as 20,000 different items.¹ According to a recent United States Department of Agriculture release, consumers shop in supermarkets that stock on the average from 6,000 to 8,000 items, compared with only 500 items 50 years earlier. For example, of the 135 kinds and cuts of meat available, selection may often be made from as many as 85 cuts in a single store.²

While this research is focused on food, a similar

¹Raymond W. Hoecker and Dale Anderson, "The Modern Supermarket - America's Trademark," Agricultural Marketing, United States Department of Agriculture, Washington, D. C., May 1965, p. 18.

²"Superabundance at the Supermarket," Food and Home Notes, United States Department of Agriculture, December 4, 1963, p. 4.

range of choice is as apparent among household fabrics and clothing. In addition to the natural fibers, once easily identifiable, there are 16 major types of man-made fibers, each available under a variety of manufacturers' trade names. Further variability comes from numerous combinations and blends of the fibers, as well as the finishes applied to the fabrics.³

These examples of food and fiber variability illustrate the necessity for consumers to have continual access to reliable sources of information before shopping. Improved communications between retailer and consumer would contribute to increased consumer satisfaction and in turn would benefit retailers since a satisfied customer is one basis for business success.

Importance of Consumer Information and Education

In an analysis of consumer buying problems prior to the product explosion of the post-World-War-II era, Margaret Reid, professor of economics, Iowa State University, observed:

The major defect in the information concerning goods is its incompleteness.... Since buying is an ever present problem and practical questions arise from day to day, considerable attention in consumer education needs to be given to sources

³American Home Economics Textile Handbook, 1965.

of information. To be satisfactory they must be readily accessible, easily understood and easily reliable as a guide.⁴

She further maintained that "improvement in consumer buying competence will come with better acquaintance with the product and the market, and also from changing merchandising practices so that it is easier to exercise wisdom in deciding what and where to buy."⁵

In a discussion of appropriate approaches to consumers' problems, Gwen Byrers of the Department of Household Economics and Management, Cornell University, outlined nine goals for consumer education. Two of these, pertinent to this study, suggest that efforts to educate consumers should include: standards of quality communicated to the purchasing public in nontechnical language, and a knowledge of sources of information about products.⁶

More recently, Margaret Liston, head of Home Management and Professor of Economics, Iowa State University proposed special roles for families that require attention in relation to their consumption. One of the proposals suggests a need to: "Capitalize on the potentials of the processes of demand creation (advertising,

⁴Margaret G. Reid, Consumers and the Market, New York, F. S. Crofts and Co., 1942, p. 100.

⁵Ibid., p. 109.

⁶Gwen J. Byrers, "Consumer Education and the Home Economist," Journal of Home Economics, May 1963, p. 327.

etc.)...to choose products to be bought which are in keeping with the needs of the ultimate family users." In commenting on this point further, Liston advocated that families learn to use and be appreciative of advertising. She concluded that "academic teaching, continuing education, and mass-media communications have a gigantic task of helping families as consumers to be aware of, interested in, and active...as consumers in a dynamic and abundant or high-level consumption society."⁷

Both private and public institutions concerned with the dissemination of consumer buying and marketing information rely increasingly on mass media to reach expanding audiences. Although the tendency has been for radio and television coverage to grow in recent years, newspapers continue to be the most important source of local marketing information. Local retailers are the major purchasers of newspaper space for advertising purposes. Since the end of World II, their expenditures for newspaper advertising have risen from \$120 million to \$3.7 billion in 1962. Of this amount, \$2.9 billion was spent by local advertisers.⁸ According to the editors of Advertising

⁷Margaret I. Liston, "Dynamics of Consumption," paper presented at the Conference on Mobility, Iowa State University, September 1963, p. 20.

⁸"Advertising Finally Tops 12 Billion," Printers Ink, February 15, 1963, p. 5.

Age, the American public pays more than one billion dollars a year to purchase copies of newspapers. No other medium derives that much support from the public.⁹

Review of Related Studies

Many consumer behavior studies have dealt with the kinds of product information desired by potential shoppers; others have focused on the media preferred for the dissemination of this information.

James Bayton¹⁰ found that certain values and motivations operated in urban homemakers' minds as they thought about meal planning and grocery shopping. Some economic aspect such as getting a good buy, saving money, or cost of food was most frequently mentioned. Desire to provide adequate health and nutrition for the family and how to tell quality were mentioned as the next most important considerations.

Higher income homemakers with more education were more interested in knowing how to get the best quality for the money. They also were more concerned with the nutritional aspects than were the ones with low income and less education. The latter, as well as older

⁹"The World of Advertising," Advertising Age, special edition, January 15, 1963, p. 62.

¹⁰James F. Bayton, "An Exploratory Study of the Marketing Information Program for Consumers," National Analysts, Inc., Philadelphia, Pennsylvania, April 1958.

shoppers, listed as important the need to save money and keep within a budget. Younger shoppers wanted to know how to compare prices in order to get the best buy.

Bayton further observed that lack of familiarity with products, high price, and the inability to recognize quality were barriers to buying some foods. Meats and fresh produce were mentioned most frequently as topics where more information would be helpful.

Bayton found that more persons (59 percent) preferred newspapers to other media for marketing and buying information. Only 13 percent named television as the favorite source for food information, compared with 9 percent for radio. It was pointed out that the low-income and lower educated urban homemakers were those who favored radio for food information.

In contrast, one phase of Julia Shank's¹¹ study in a small coal mining community was concerned with the communication channels used for food buying information. Of the 94 households, 71 were on some form of public assistance. Only four of the households' heads were employed. The rest were either unemployed or retired. Sixty percent said that newspapers were used most often for obtaining food information, though 90 percent of the

¹¹Julia Shank, "The Nutritive Intake of and Information Media Used by a Group of Food Stamp Recipients," Pennsylvania State University, 1964.

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households had television and radio. Shank's findings suggest that newspapers have potential as a means of communication for this kind of information to low-income families.

In a study to evaluate the coverage of the Michigan Marketing Information for Consumers releases, Raymond E. Borton found that more than half of the persons contacted in 8 of the 11 newspaper surveys had read the release at some time. He further reported that information in the release had reached twice as many people through newspaper as by either radio or television.¹²

As part of the Michigan evaluation series, Mary S. Holmes investigated homemakers' knowledge of food buying and their attitudes toward food information. She found that commonly accepted food buying terms used in regards to quality, grades, or standards were frequently misunderstood. Her conclusion was that these terms, if included in food information, must be defined or explained.¹³

¹²Raymond E. Borton and James D. Shaffer, "The Audiences for Information Releases by the Michigan Marketing Information Agents through Newspaper, Television and Radio," Article 41-3, Department of Agricultural Economics, Michigan State University, August 1958.

¹³Mary S. Holmes, "Some Implications of Level of Knowledge and Opinions of Michigan Homemakers About Food Buying," Master's Thesis, Michigan State University, 1958.

Following a content analysis of Michigan releases, Marcia M. Gillespie reported that the most useful types of information related to the current market situation and buying guide information. Emphasis in this latter respect, she concluded, should be on guides that focus on selection according to kind, size, and quality of food.¹⁴

In 1963, John B. Roberts published a report of a regional study involving more than 7,200 women in 114 different southern urban areas. One phase determined the communication channels used and attempted to find out if food shoppers associated specific buying decisions with any of these. Eighty-three percent reported buying specific items because of grocery store advertisements in newspapers. Roberts reported that education level was a more discriminating factor than income. College-trained women were twice as responsive to grocery store advertisements as were those with under four years of schooling. Price was given first as the main reason for referring to newspaper sources.¹⁵

¹⁴Marcia M. Gillespie, "An Evaluation of Selected Releases of Marketing Information for Consumers," Master's Thesis, Michigan State University, 1958.

¹⁵John B. Roberts, "Sources of Information and Food Buying Decisions," Southern Cooperative Series Bulletin 85, University of Kentucky, Agricultural Experiment Station, April 1963, pp. 21-23.

This review, though not exhaustive, outlines the dimensions of the problem under study. It shows that: (1) consumers use newspapers more than other sources for marketing and buying information; (2) they associate specific purchases with advertisements; and, (3) they have a variety of needs for information.

These latter needs include information on judging quality and comparing prices. Selecting meat and fresh produce have been indicated as specific areas where more information is desired.

CHAPTER II

STUDY DESIGN

A selection of eight metropolitan daily newspapers provided the raw data. An attempt was made to choose newspapers from different market areas and those that had a circulation of 150,000 or over. The papers selected included:

<u>Newspapers</u>	<u>Circulation</u> ¹
Atlanta Constitution	202,635
Denver Post	181,788
Detroit Free Press	509,256
Kansas City Times	243,308
Los Angeles Times	757,096
Louisville Courier-Journal	220,140
Milwaukee Journal	353,657
Philadelphia Bulletin	709,751

While it was recognized that the papers varied considerably in the number of pages, it was felt that because of the exploratory nature of this study, size would not be considered a significant variable.

¹Source: Standard Rate and Data Service, July 1963.

According to the Standard Rate and Data Service classification, there are 242 major metropolitan food market areas in the United States. The papers chosen served 8 of the top 35 food market areas, based on volume of sales. These areas, according to the classification, ranged in rank from second for Los Angeles to thirty-fifth for the Louisville area. Together, the papers circulate in urban areas that represented almost a 37 billion food market, or 12 percent of the metropolitan food store sales in 1962.² See Appendix A for listing of each market area.

Time Periods

Although it was recognized that any time period would have sufficed, two one-week periods from June 23 to June 29, 1963, and from July 16 to July 22, 1963, were chosen because supplies of fresh fruits and vegetables are generally larger during the summer months. It was also a time that was most convenient for acquiring the necessary data. Because of difficulties in obtaining issues of the Milwaukee Journal for the established June dates, the period from June 20 to June 27, 1963 was substituted.

All issues for the two one-week periods were reviewed. Those containing food advertising and/or food

²Ibid.

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articles were retained for the analysis. Because two papers published no Sunday issues, 108 issues were accumulated. Of this number, 53 contained either articles or advertising, or a combination of the two, leaving 55 issues to be discarded.

Methods for Obtaining Desired Information

Content analysis was used to investigate both articles and advertising. The intention was to describe what categories of food information are available for potential food shoppers via these newspapers. Procedure involved in the study included both measurement of space and classification of subject matter.

Space Measurement

Advertising was recorded according to the proportion of space allocated on a given page. Only food advertisements occupying at least one-fourth of a page were tabulated.

Because of the difference in length of articles, the column inch, a space one column wide and one inch deep, was decided on as a manageable unit of measure. Included in the space measurement were illustrations and headlines accompanying the articles. Reprints of food articles in Appendix B show how the column inch was used as the recording unit.

For purpose of comparing the amount of space

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allocated to advertising with the space occupied by articles, 170 column inches was set to represent a standard page even though slight variations in page sizes existed among the papers.

Subject Matter Content

The analysis focused on two broad categories--fresh meats and produce. These categories were picked because they: (1) represent the two single largest consumer food expenditures;³ (2) require rapid turnover to prevent loss of money for the retailer; (3) have less label information than processed foods; and (4) are designated by consumers as areas where more information would be helpful.

Items in the two broad areas of fresh meats and produce were recorded according to their prominence in advertisements. Prominence in this sense pertained to items that stood out or attracted the attention of the reader. These were designated by (1) placement on the page; (2) size of print; and/or, (3) use of illustration or art work. An example of this classification technique is reproduced in Appendix C.

³In 1963, fresh meats, poultry, and fish accounted for 16.5 percent of grocery store sales; fresh fruits and vegetables, for 10.5 percent. Food Topics, Annual Survey of Consumer Expenditures, December 1963.

Categories for Article Classification

Subject matter categories were developed to describe the content of the articles. These categories were developed from (1) a preliminary review of a representative number of articles from the different papers, and (2) categories used in previous consumer studies. Nine broad classifications or themes encompassing 23 subdivisions evolved. These included:

1. Preparation

Standard or Regular
Gourmet - Historical, Nationality Foods
Basic Cooking Principle or Tip
Personality Features
Readers' Exchange Service

2. Menus

3. Health

Nutrition
Diet, Calories
Food Values
Research

4. Buying Guides

Amount to Buy
Cost Comparisons
Guides to Quality, Grade, Size
Criteria for Choosing

5. Care

Handling after Purchase
Type of Storage or Length of Time

6. Management

Time
Money
Quick and Easy Techniques

7. Marketing Functions

New Products and New Processes
Production and Distribution Aspects

8. Supply

Seasonality
Availability
Marketing Forecast

9. Miscellaneous

The food articles were read and classified according to the foregoing categories. Content emphasis and titles were abstracted for each article. Special notations were made when an article included information about or featured fresh meats and produce. This latter information was needed to show to what extent advertising and article content were complementary and/or mutually supportive.

Because of the nature of the subject of food, some articles included more than one category. When this was the case, the subject matter was recorded in more than one classification. The purpose of categories was to tabulate the frequency of reference made to a subject, not necessarily the length or depth to which a topic was discussed.

CHAPTER III

FINDINGS

The first section of this chapter presents physical characteristics of the food sections in the newspapers studied, including the number of issues containing either food advertising or food articles and how these compared by day of the week and among papers. Also included are amounts of space allocated to advertising and articles and the comparison of these.

The subject matter content of the articles and its relationship to advertising are included in the second section.

SECTION I

Physical Characteristics of the Food Pages

Number of Issues Containing Advertising and Articles

Forty-six, or 42.6 percent, of the 108 newspapers contained some food advertising. Thirty-four, or 31.5 percent, contained at least one article about food. The frequency of advertisements and articles by day of the week for the individual papers is tabulated in Appendix D. These frequencies are given for issues of all papers together, by days, in Table 1.

TABLE 1.—Number and percentage of issues containing food advertising and articles, classified by day of the week for two one-week periods, June and July 1963

Day	Number of Issues			
	Advertising		Articles	
	N	%	N	%
Sunday	4	8.7	4	11.8
Monday	9	19.6	5	14.7
Tuesday	1	2.2	1	2.9
Wednesday	8	17.4	6	17.6
Thursday	13	28.2	13	38.3
Friday	6	13.0	4	11.8
Saturday	5	10.9	1	2.9
Total	46	100.0	34	100.0

The highest percentage of food advertising appeared in the Thursday issues. Twenty-eight percent, or 13 issues, contained such advertising (see Table 1). Monday ranked second with 19.6 percent, while Wednesday was third with 17.4 percent. Only one (2.2 percent) of the Tuesday issues contained advertising.

Thursday was also the most popular day for publishing food articles. Thirteen, or 38.3 percent, of the Thursday issues featured one or more food articles. Wednesday was second with 17.6 percent, followed by Monday with 14.7 percent. Only one of the Tuesday and Saturday issues contained articles. Clearly, then, advertising and food articles tended to appear on the same days out

of each week and to appear in roughly the same proportion of issues each day.

More issues of the Kansas City Times contained food advertising than did any of the other papers (see Table 2). Nine out of 12 issues featured some food advertisement. The Denver Post and the Milwaukee Journal were second. Each had 7 out of 14 issues with food advertising. The median for all papers was 5 issues, or 10.9 percent of the total. The Atlanta Constitution ranked lowest with only 3 issues containing food advertising for the period analyzed.

TABLE 2.--Number and percentage of issues containing food advertising and articles, classified for each newspaper for two one-week periods, June and July 1963

Newspaper	Number of Issues			
	Advertising		Articles	
	N	%	N	%
Atlanta Constitution	3	6.5	4	11.8
Denver Post	7	15.2	3	8.8
Detroit Free Press	5	10.9	8	23.5
Kansas City Times	9	19.5	6	17.6
Los Angeles Times	5	10.9	2	5.9
Louisville Courier-J.	5	10.9	4	11.8
Milwaukee Journal	7	15.2	2	5.9
Philadelphia Bulletin	5	10.9	5	14.7
Total	46	100.0	34	100.0

More issues of the Detroit Free Press contained food articles than any of the other papers (see Table 2). Eight of the 12 issues published some form of food article. It was interesting to note that the San Francisco City Times, which published no Sunday issue, ranked second in total number of issues with articles. Six of the 12 issues contained some form of food article. The Los Angeles Times and the Milwaukee Journal were lowest, with only two issues each containing articles for the two one-week periods.

Pages of Food Advertising

The number of pages of advertising for each day of the week was consistent with the number of issues containing advertising for the papers studied. As was noted with issues, Thursday was also the outstanding day for pages. Fifty-nine and one half percent, or 144 pages of advertising, was recorded for this day (see Table 3).

The most significant difference noted was that even though Monday was second in number of issues containing advertising, it was third in number of pages with 32 pages (13.5 percent), outranked by Wednesday with 36 pages (14.8 percent). Only one-fourth of a page of advertising was tabulated for Tuesday.

The Milwaukee Journal ranked first with 51 pages,

TABLE 3.--Number of pages, column inches and percentage used for food advertising in selected newspapers, classified by day of the week for two one-week periods, June and July, 1963

Day	Food Advertising		
	No. of Pages	Column Inches*	Percentage of Total
Sunday	4.00	680.0	1.6
Monday	32.50	5,525.0	13.5
Tuesday	0.25	42.5	0.1
Wednesday	36.00	6,120.0	14.8
Thursday	144.00	24,480.0	59.5
Friday	18.25	3,120.5	7.6
Saturday	7.25	1,232.5	2.9
Total	242.25	41,182.5	100.0

*170 column inches used to represent a standard page.

or 21.2 percent of the total pages of food advertising for the period studied (see Table 4). The Kansas City Times with 45 pages, or 18.8 percent, and the Denver Post with 32 pages, or 13.3 percent, ranked second and third, respectively. The Detroit Free Press, the Los Angeles Times, and the Philadelphia Bulletin were lowest, averaging about 20 pages each, or 8.3 percent of the total sample.

Table 5 shows that the number of pages of advertising published in each of the two weeks was relatively consistent. No change in the amount of advertising occurred in the issues of the Kansas City Times. Four of the papers had less advertising in July than in June. Three had more

TABLE 4.—Number of pages, column inches, and percentages of food advertising, classified in selected newspaper for two one-week periods, June and July, 1963

Newspaper	Food Advertising		
	No. of Pages	Column Inches*	Percentage of total
Atlanta Constitution	28.50	4,845.0	11.8
Denver Post	32.25	5,482.5	13.3
Detroit Free Press	20.50	3,485.0	8.5
Kansas City Times	45.50	7,735.0	18.8
Los Angeles Times	20.00	3,400.0	8.2
Louisville Courier-J.	25.00	4,250.0	10.3
Milwaukee Journal	51.25	8,712.5	21.2
Philadelphia Bulletin	19.25	3,272.5	7.9
Total	242.25	41,182.5	100.0

*170 column inches used to represent a standard page.

TABLE 5.—Number of pages and percentage difference in food advertising for one week in June, compared with one week in July, 1963

Newspaper	Number of Pages		Percentage Difference
	June	July	
Atlanta Constitution	12.75	15.75	+ 23
Denver Post	11.50	20.75	+ 80
Detroit Free Press	11.50	9.00	- 21
Kansas City Times	22.75	22.75	0
Los Angeles Times	10.25	9.75	- 4
Louisville Courier-J.	11.50	13.50	+ 17
Milwaukee Journal	26.75	24.50	- 8
Philadelphia Journal	10.75	8.50	- 20
Total	117.75	124.50	+ 5

advertising in July than June. The exceptionally high range of nine pages noted in the Denver Post may have been a reflection of the paper's policy concerning food information during a week that preceded a holiday.¹ Whether or not this paper changed the regular day for publishing food advertising during the following week was not investigated.

Column Inches of Articles

Seventy-four percent of the article column inches was published in the Thursday issues (see Table 6). Wednesday with 10 percent was second highest, followed by Sunday which accounted for 7 percent of the total space given to food articles. The lowest number of column inches was recorded from Tuesday and Saturday issues. Each of these days accounted for less than one percent of the space occupied by articles.

Comparison of Advertising Space and Article Space

There was a high correlation (.81) in the ranking of days of the week and the amount of space occupied by articles and advertising (see Table 7). Tuesday, Wednesday, Thursday, and Friday issues ranked similarly. The percentages of space in Saturday, Sunday, and Monday issues were less ordered.

¹Thursday, July 4.

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TABLE 6.--Column inches and percentage of food articles classified by day of the week for two one-week periods, June and July, 1963

Day	Column Inches	
	Number	Percentage
Sunday	416.25	7.2
Monday	125.00	2.0
Tuesday	19.00	0.3
Wednesday	573.75	10.0
Thursday	4,287.75	74.2
Friday	312.75	5.5
Saturday	45.50	0.8
Total	5,760.00	100.0

TABLE 7.--Rank and percentage comparison of food advertising and article space by day of the week, for two one-week periods, June and July, 1963

Day	Advertising		Article	
	Percentage	Rank	Percentage	Rank
Sunday	1.6	6	7.2	3
Monday	13.5	3	2.0	5
Tuesday	0.1	7	0.3	7
Wednesday	14.8	2	10.0	2
Thursday	59.5	1	74.2	1
Friday	7.6	4	5.5	4
Saturday	2.9	5	0.8	6
Total	100.0		100.0	

Rank order correlation = .81

[illegible]

As shown in Table 8, the space allocated to articles varied considerably among the individual papers. Two papers, the Denver Post and Louisville Courier-Journal, each had less than 175 column inches, which was slightly more than one page for the two weeks. Two papers, the Los Angeles Times and the Milwaukee Journal, published over 1,100 column inches during the same time period. The Milwaukee Journal accounted for 27.3 percent, the equivalent of 9.3 pages; the Los Angeles Times for 19.7 percent or 6.7 pages. These two papers had ranked lowest in number of issues containing articles (see table 2) yet highest in space allocated to articles.

TABLE 8.—Number and percentage of column inches of food articles, classified by newspaper for two one-week periods, June and July, 1963

Newspaper	Column Inches	
	Number	Percentage
Atlanta Constitution	897.25	15.5
Denver Post	160.50	2.8
Detroit Free Press	795.00	13.8
Kansas City Times	218.75	3.8
Los Angeles Times	1,141.00	19.7
Louisville Courier-J.	171.50	3.0
Milwaukee Journal	1,578.50	27.3
Philadelphia Bulletin	817.50	14.1
Total	5,780.00	100.0

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Relationship of Article
Space to Number of Issues
Containing Articles

A comparison of article space with number of issues publishing articles revealed an inverse relationship between the two (see Table 9). Thus the higher the rank in number of issues with articles, the lower the rank in amount of the article space.

TABLE 9.--Rank relationship of amount of article space to number of issues containing food articles in selected newspapers for two one-week periods, June and July, 1963

Newspaper	Rank	
	Number of Issues with Articles	Amount of Article Space
Detroit Free Press	1.0	5
Kansas City Times	2.0	6
Philadelphia Bulletin	3.0	4
Atlanta Constitution	4.5	3
Louisville Courier-J.	4.5	7
Denver Post	6.0	8
Los Angeles Times	7.5	2
Milwaukee Journal	7.5	1

$r_{ho} = -.60$

The Milwaukee Journal ranked first among the papers in the amount of both advertising and article space--showing 6 percent more article space (see Table 10). The Kansas City Times, with the second highest amount of advertising (18.8 percent), ranked sixth in

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article space. The opposite was the case for the Los Angeles Times. An 11.5 percent difference in article space over advertising space was recorded. There appeared to be no consistent pattern of the proportion of space given to advertising to that occupied by articles in the papers studied.

TABLE 10.--Comparison of advertising and article space by percentage and rank, and percentage difference for selected newspapers for two one-week periods, June and July, 1963

Newspaper	Adv.		Art.		Diff. in %	
	%	Rank	%	Rank	Adv.	Art.
Milwaukee Journal	21.2	1	27.3	1		6.1
Kansas City Times	18.8	2	3.8	6	15.0	
Denver Post	13.3	3	2.8	8	10.5	
Atlanta Constitution	11.8	4	15.5	3		3.7
Louisville Courier-J.	10.3	5	3.0	7	7.3	
Detroit Free Press	8.5	6	13.8	5		5.3
Los Angeles Times	8.2	7	19.7	2		11.5
Philadelphia Bulletin	7.9	8	14.1	4		6.2

rho = .51

Total advertising published in the eight papers exceeded article space by seven to one (see Table 11). The amounts for both advertising and articles were found to be relatively consistent for each of the time periods. Advertising reflected a 1.9 percent increase in July; articles, a 1.9 percent decrease. Over-all, more food

information (810 column inches) was published in July than in June.¹

TABLE 11.—Total number of column inches of food advertising and articles for two one-week periods, June and July, 1963

Month	Advertising		Articles		Total
	Column Inches	%	Column Inches	%	Column Inches
June	20,017.5	86.7	3,058.5	13.3	23,076.0
July	21,165.0	83.6	2,721.5	11.4	23,886.5
Total	41,182.5	87.7	5,780.0	12.3	46,962.5

Comparison of Market Size
and Circulation with
Advertising and Article Space

As might be expected, the size of the market and circulation of the papers were highly related. High food sales in a market area tended to correspond to size of circulation for the paper (see Table 12). It was further observed that the three markets highest in volume food sales ranked lowest in the percentage of advertising. These findings suggest the hypothesis that the more metropolitan in character a newspaper becomes, the less will be the emphasis given to newspaper food advertising.

The percentage of space occupied by articles, compared with market size and newspaper circulation, revealed no patterned relationship.

¹Calculated from data tabulated in Table 11.

TABLE 12.--Comparison of ranks in size of food market serviced and circulation of paper with ranks in percentage of advertising and article space in selected newspapers during two one-week periods, June and July, 1963

City	Rank			
	Size of Food Market Serviced	Circulation of Paper	Percentage of adv.	Percentage of Art.
Los Angeles	1	1	6	2
Philadelphia	2	2	6	4
Detroit	3	3	6	4
Milwaukee	4	4	1	1
Kansas	5	5	2	5
Atlanta	6	7	4	3
Denver	7	8	3	6
Louisville	8	6	5	5

Summary of Findings

The investigation of the characteristics of food pages in eight metropolitan daily newspapers for a two-week period revealed some important differences, as well as similarities, in the number of issues containing food information and in the amounts of advertising and article space.

Of the 108 issues accumulated for the two weeks, half carried food information. Forty-six issues featured food advertising, while 34 contained at least one food article. Thursday issues were outstanding for both

articles and advertising, although some food information was carried each day.

Measurement of column inches for the total amount published on each day of the week disclosed a high correlation (.81) between advertising space and article space. Tuesday, Wednesday, Thursday, and Friday issues ranked similarly in both articles and advertising. Sunday, Monday, and Saturday issues were less ordered.

Fifty-nine and one-half percent of the column inches of advertising for the eight papers was published on Thursday, 14.8 percent on Wednesday and 14.5 percent on Monday.

Seventy-four percent of the column inches of articles was printed in Thursday issues. Wednesday ranked second with 10 percent. Less than one percent of article space was found in Tuesday and Saturday issues.

Of the total column inches of food information published, 88 percent was advertising and 12 percent was food articles. No consistent pattern in the proportion of advertising and article space was observed among the papers. Three papers had from 7 to 15 percent more of the total advertising than articles. Five papers carried from 4 to 12 percent more of the article than advertising space.

Papers with the largest circulation serviced geographic areas that reflected relatively high food

sales. However, as circulation and sales increased, advertising space declined. Although Los Angeles, Philadelphia, and Detroit were representative of the largest food markets, papers for these areas showed somewhat lower amounts of advertising. No similar pattern was found with circulation, food sales, or article space.

When papers were compared individually on the number of issues publishing food information and the amount of advertising and articles, the following was found:

Seven papers had advertising in from five to nine of their issues. The Kansas City Times published nine issues with advertising; the Denver Post and the Milwaukee Journal featured advertising in seven issues. Four papers had advertising in five issues. Only three issues of the Atlanta Constitution had advertising.

None of the papers had less than 19 pages of food advertising for the two weeks. Three papers had over 30 pages each. The Milwaukee Journal ranked first with 51 pages followed by the Kansas City Times with 45 pages, the Denver Post with 32 pages, the Atlanta Constitution with 28 pages, and the Louisville Courier-Journal with 25 pages. The Detroit Free Press, Los Angeles Times, and the Philadelphia Bulletin each had less than 25 pages of advertising.

Showing less patterning than advertising, the number of issues with food articles ranged from a high of eight for the Detroit Free Press to two issues each for the Milwaukee Journal and Los Angeles Times.

Over-all, column inches of articles varied considerably. The Milwaukee Journal and Los Angeles Times published over 1,170 column inches; the Denver Post and Louisville Courier-Journal each had less than 175 column inches.

There was an inverse relationship between the number of issues with articles and total article space. The Detroit Free Press, Kansas City Times, and Philadelphia Bulletin, highest in issues carrying food articles, ranked lowest in space given the articles. The Los Angeles Times and Milwaukee Journal, ranking lowest in issues with articles, were highest in article space.

The over-all picture suggests that a marked degree of patterning was present in the publication of food information. This does not, however, discount the importance of the individuality observed in some of the papers in their space allotments to food feature writing and advertising.

SECTION II

Subject Matter Content

The subject matter content of the articles and its relationship to advertising content are analyzed in this section.

Classification of Articles

The classification is a tabulation of the number of references to a category, not the extent to which a topic was discussed. In this context, a one-column-inch filler carries as much weight as an article occupying considerably more space.

It was recognized that newspaper discussions about food are not generally restricted to clear-cut subject matter lines and that a topic would frequently encompass more than one category. An article highlighting supply might, for example, include guides for selecting a product. When this occurred, each category was counted.

The author read and classified the articles according to categories or themes outlined in Chapter II, page 13. In the majority of cases, the titles themselves were sufficient for classifying the material. Some examples representative of the categories are included in the following list of titles and excerpts from the food articles:

1. Preparation

- "Camping Along the Way"
- "Dining Afloat Requires Planning"
- "Hints Help Bride Plan Party"
- "A Corny Subject is the Most Popular One"
- "All Dream...For Ice Cream in July Heat"
- "Chicken Contest Proves Exciting"
- "Crabmeat Flavors Cold Vichyssoise"
- "American Tourists Won by Greek Food"
- "Exotic Coconut Punch is Luau Taste Pleaser"
- "Egyptian Student Describes Arabian Meal"
- "Gourmet Dessert Tops Off Menu"
- "Desserts Lead Requests This Week"
- "Readers Request Assorted Recipes"
- "Between Neighbors: Let Recipes Exchanged"

2. Menus

- "Senior Menu Ideas"
- "A Menu Tailored for Two"
- "Suggested Menus for Next Week"
- "Delicious Menus for the Entire Week"

3. Health

- "Even Safflower Calories Count"
- "Calorie Guide Lists Fruits and Vegetables"
- "Selection, Not Money, Brings a Proper Diet"
- "Greater Understanding of Pesticides"
- "Food Values Similar for All Kinds of Bread"

4. Buying Guides

- "Rib Eye Muscle Scores in Steak"
- "What to Expect in Beef Carcass"
- "How to Judge if a Peach is Ripe"
- "Can Hozenaker Stretch Dollars Spent for Meat?"
- "How Much Pork to Buy...Today's budget-minded shoppers leave nothing to luck when selecting pork if they know how much to buy"

5. Care

- "Open Door Won't Hurt Frozen Food"

6. Management

- "Week's Best Buys"
- "Shopping List, Planning Cuts Food Budget"
- "Fruit Mixture Provides Color at Low Cost"
- "Pack Sandwich for Breakfast on Motor Trip"
- "Camping Along the Way...Plan Ahead...Keep Menu Simple"
- "Dining Afloat Requires Planning...Select Utensils, Food with Care"

7. Marketing Functions

- "New Products on the Market"
- "Powder Process Converts Orange Juice"
- "Freeze-Dried Chicken Rates with Testers"
- "Grocery Manufacturers Predict Future Products"
- "Berry Business Blooms on Plantations in Jersey"
- "Food Personnel Learn P's and Q's" (Food Distribution Program at University of Southern California.) "Some of the market problems which the consumer may

not think about--but which affect her shopping--are store layout, flow of traffic, profit systems, fancy and dietetic foods, handling frozen foods, future of new foods...consumer wishes."

8. Supply

"Blueberries Spark Dessert"

"Potatoes Move up in Price"

"Guides to Better Barbecues"

"Nectarines from California"

"Good Steak Buys...if you'll Chew"

"More Fresh Vegetables Coming from New Jersey"

"Market Tips: Cook-Out Birds are Wonderful Buys Now"

"Head Lettuce Remains High: Other Vegetables Cost Less"

9. Miscellaneous

"Thermostat Means Unit Will Shut Off"

"Utensils Standardized to Fit Consumer Needs"

"Rural Chile Offered Challenge" (Feature story of former peace corps worker now home economics research assistant.)

Number and Distribution of Categories

The distribution and classification of article subject matter content are shown in Table 13. Of the 309 articles, 253 references were identified and recorded into nine categories. Total references for the individual papers ranged from a high of 59 for the Milwaukee Journal to a low of six for the Denver Post. The median was 32.

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TABLE 13.—Number and distribution of subject matter categories in selected newspapers for two one-week periods, June and July, 1963

Subject Matter Categories											
Newspaper	Number of Articles Classified	Preparation	News	Health	Buying Guides	Care	Management	Marketing Functions	Supply	Miscellaneous	Total
Atlanta Constitution	46	42	4	3	2	1	1	1	1	-	55
Denver Post	6	3	2	-	-	-	-	1	-	-	6
Detroit Free Press	28	20	4	3	4	3	-	2	2	-	38
Kansas City Times	12	7	-	1	1	-	-	2	2	-	13
Los Angeles Times	42	33	-	8	1	2	3	2	-	-	49
Louisville Courier-J.	7	5	-	1	-	-	-	1	-	-	7
Milwaukee Journal	46	30	1	9	2	-	5	6	2	4	59
Philadelphia Bulletin	22	19	2	-	1	-	-	2	2	-	26
Totals	209	159	13	25	11	6	9	17	9	4	253

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All categories were listed at least once in the Atlanta Constitution. The Detroit Free Press published articles that included all categories except Management; the Milwaukee Journal covered everything except Care. Two categories--Menus and Supply--were omitted in issues of the Los Angeles Times. The Denver Post and the Louisville Courier-Journal each excluded six of the categories.

As might be expected, the classification revealed a high concentration in the Preparation category. Of the total 253 categories, 159 (62.8 percent) fell under this classification (see Table 14). Second highest, yet showing a sharp decline, was Health with 25 references, or 9.9 percent. Marketing Functions, though low

TABLE 14.--Number and percentage of each category for selected newspapers for two one-week periods, June and July, 1963

Category	Number	Percentage
Preparation	159	62.8
Health	25	9.9
Marketing Functions	17	6.7
Menus	13	5.1
Buying Guides	11	4.3
Supply	9	3.6
Management	9	3.6
Care	6	2.4
Miscellaneous	4	1.6
Total	253	100.0

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in comparison with Preparation, ranked third with 17, or 6.7 percent of the total. Only 4.3 percent was recorded under Buying Guides, while the remaining categories--Supply, Management, Care, and Miscellaneous--each fell below 4 percent.

Comparison of Preparation
Category with All
Other Categories

The proportionately higher number in the Preparation category called for a comparison of this category with the combined totals of the remaining eight categories.

As shown in Table 15, all other categories accounted for 37.2 percent of the 253 categories, compared with 62.8 percent for Preparation.

The highest proportion of "other" subject categories was published in issues of the Milwaukee Journal; 29, or 30.9 percent, of the 94 recorded. Next were the Detroit Free Press and the Los Angeles Times with 19.2 and 17 percent, respectively. The Atlanta Constitution, which had been first in Preparation, ranked fourth in All Other. These four newspapers--the Atlanta Constitution, Los Angeles Times, Milwaukee Journal, and the Detroit Free Press--each with the widest range in subject matter (see Table 13), ranked highest in the All Other category, and also were the first four newspapers in the Preparation category. Lowest in Preparation and All Other category

were the Louisville Courier-Journal and the Denver Post.

TABLE 15.--Number and percentage in preparation category compared with All Other category for selected newspapers for two one-week periods, June and July, 1965

Newspaper	Preparation		All Other		Total	
	N	%	N	%	N	%
Atlanta Constitution	42	26.4	13	13.8	55	21.7
Denver Post	3	1.9	3	3.2	6	2.4
Detroit Free Press	20	12.6	18	19.2	38	15.0
Kansas City Times	7	4.4	6	6.4	13	5.1
Los Angeles Times	33	20.8	16	17.0	49	19.4
Louisville Courier-J.	5	3.1	2	2.1	7	2.8
Milwaukee Journal	30	18.9	20	20.9	50	23.3
Philadelphia Bulletin	19	11.9	7	7.4	26	10.3
Total	159	100.0	94	100.0	253	100.0
Percentage of Total		62.8		37.2		

Of the three newspapers with the lowest percentages in total categories, the Kansas City Times and Louisville Courier-Journal had no designated food editor (see Appendix A). It was also noted that these two newspapers had no specific portion labeled as food pages or section as observed in the other papers.

Comparable rankings among the papers suggest that a relationship existed between the attention given to food preparation and recipes and the coverage of other categories. Newspapers focusing most on preparation tended to include a wider variety of related subjects.

To give some indication of the significance a newspaper places on other types of consumer information about food, a comparison of Preparation with the combined totals of the other categories is presented in Table 15.

TABLE 16.--Comparison of Preparation and All Other category by individual paper, for selected newspapers, for two one-week periods, June and July, 1963

Newspaper	Preparation		All Other	
	N	%	N	%
Atlanta Constitution	42	76.4	13	23.6
Denver Post	3	50.0	3	50.0
Detroit Free Press	20	52.6	18	47.4
Kansas City Times	7	53.8	6	46.2
Los Angeles Times	33	67.3	16	32.7
Louisville Courier-J.	5	71.4	2	28.6
Milwaukee Journal	30	50.8	29	49.2
Philadelphia Bulletin	19	73.1	7	26.9

This comparison, however, has importance only if the newspaper is relatively high in all categories. For the five newspapers leading in total column inches of food articles--the Atlanta Constitution, Detroit Free Press, Los Angeles Times, Milwaukee Journal, and the Philadelphia Bulletin (see Table 8)--the proportion of All Other ranged from 23.6 to 49.2 percent. The three papers with smaller over-all totals--Denver Post, Kansas City Times, and

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Louisville Courier-Journal (see Table 8)--had about the same percentage range (28.6 to 50) in the All Other category. Thus, regardless of the preponderance of food preparation information in a newspaper, about an equal proportion of attention was focused on related food topics.

Breakdown of Preparation
Category: Standard
and Gourmet

Because of the predominance of material under Preparation, this category was broken down further into two classifications--standard and gourmet (see Table 17).

TABLE 17.--Number and percentage of Preparation category items classified standard or gourmet for selected newspapers for two one-week periods, June and July, 1963

Newspaper	Preparation			
	Standard		Gourmet	
	N	%	N	%
Atlanta Constitution	33	25.2	9	32.4
Denver Post	3	2.3	0	0.0
Detroit Free Press	16	12.2	4	14.3
Kansas City Times	7	5.3	0	0.0
Los Angeles Times	28	21.4	5	17.8
Louisville Courier-J.	4	3.1	1	3.6
Milwaukee Journal	22	16.8	8	28.6
Philadelphia Bulletin	18	13.7	1	3.6
Total	131	100.0	28	100.0
Percentage of total	82.4		17.6	

The purpose was to find out what emphasis was being given to gourmet, or unusual types of food preparation, as opposed to common or standard fare. Gourmet referred to those techniques or recipes specifically inferring exotic and unusual foods or to those that have prestige or foreign appeal. It was found that titles of the articles were usually sufficient to designate the breakdown. Examples of these are:

Standard or Regular

- "Doll Up Homely Vegetables"
- "Iced Cooky Mix Makes 'Em in a Hurry"
- "Do Not Wash Rice Before, After Cooking"
- "Melon Dessert Takes Orange Whip Topping"
- "Indians Had Corn First but We Had it Better"

Gourmet

- "Grecian Fare is Good Food"
- "Japanese Customs Enhance Meals"
- "Gourmet in a Minute: Pianist Prepares Musical Chicken"
- "Exotic Face-Changeers for Our Outdoor Chefs"
- "Kebab Cookery Entices Outdoor Chef"
- "Lumberjack Cooking Takes on Party Airs for Actor"
- "Rich Souffle Makes JFA's Diet Go Uff!
- "Venezuelan Family Cites Country's Foods"

Of the 159 tabulations for Preparation, 82.4 percent was classified as standard and 17.6 percent as gourmet.

The highest percentage (32.4) of the gourmet articles appeared in the Atlanta Constitution, while 28.6 percent was recorded in the Milwaukee Journal. The Los Angeles Times and the Detroit Free Press followed with 17.8 percent and 14.3 percent, respectively. With the exception of the Philadelphia Bulletin, which was comparatively low for gourmet, papers publishing the higher percentages of gourmet articles also ranked highest in percentages of standard fare articles.

In order to ascertain the importance an individual paper placed on gourmet type of foods, the Preparation category was further analyzed for each newspaper (see Table 18). The percentage devoted to gourmet ranged from a high of 26.7 percent for the Milwaukee Journal to nothing for the Denver Post and the Kansas City Times. The Atlanta Constitution, Detroit Free Press and the Louisville Courier-Journal each devoted 20 percent of their Preparation category to gourmet foods. With the exception of the Louisville Courier-Journal, the newspapers with the higher percentages of gourmet also showed the highest percentage in standard types of food preparation.

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These percentages, however, are confusing because of variation in space allocated to food preparation when the newspapers are compared. For example, the Louisville Courier-Journal had a total of five--yet only one, or 20 percent of this amount, was classified as gourmet; 80 percent was standard. On the other hand, the Atlanta Constitution had a total of 42 in the Preparation category, 21.4 percent of which was considered as gourmet.

TABLE 18.--Number and percentage of Preparation category items classified standard or gourmet by individual newspaper for two one-week periods, June and July, 1963

Newspaper	Preparation			
	Standard		Gourmet	
	N	%	N	%
Atlanta Constitution	53	78.6	9	21.4
Denver Post	3	100.0	0	0.0
Detroit Free Press	16	80.0	4	20.0
Kansas City Times	7	100.0	0	0.0
Los Angeles Times	28	84.8	5	15.2
Louisville Courier-J.	4	80.0	1	20.0
Milwaukee Journal	22	73.3	8	26.7
Philadelphia Bulletin	18	94.7	1	5.3

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Relationship of Space:
Preparation to All
Other Category

As shown in Table 19, space allotment for the Preparation category ranged from 142 column inches (3 percent) for the Denver Post to 1,174 column inches (24.9 percent) for the Milwaukee Journal. At the same time, the combined All Other category ranged from less than 10 column inches (one percent) in the Louisville Courier-Journal to 404 column inches (38.5 percent) in the Milwaukee Journal. This observation concurred with the previous analysis of the frequency of categories as shown in Table 15. In both instances, newspapers

TABLE 19.--The relationship of total column inches of Preparation category to total column inches of All Other category for selected newspapers, two one-week periods, June and July, 1953

Newspaper	Preparation		All Other	
	Column Inches	%	Column Inches	%
Atlanta Constitution	825.50	17.4	71.75	6.8
Denver Post	142.50	3.0	18.00	1.7
Detroit Free Press	611.25	13.0	133.75	17.5
Kansas City Times	171.75	3.6	47.00	4.5
Los Angeles Times	881.25	18.6	259.75	24.8
Louisville Courier-J.	161.75	3.4	9.75	1.0
Milwaukee Journal	1,174.50	24.9	404.00	38.5
Philadelphia Bulletin	763.25	16.1	54.25	5.2
Total	4,731.75	100.0	1,048.25	100.0

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accounting for the highest number of references made to food preparation and related food topics also accounted for correspondingly high amounts of total food article space.

Analysis of Article Content and Advertising Support

One of the primary purposes of this study was to find out to what extent subject matter content of the articles paralleled advertised features. Such a comparison would give some indication of the scope and strength of food pages as sources of communication between retailers and consumers. As was pointed out, fresh meats and produce provided the unit for comparison.

Of the 209 articles, 119 (56.9 percent) discussed at least one fresh product (see Table 20). The percentage of articles referring to fresh meats and produce ranged from 21.8 percent for the Atlanta Constitution to 2.5 percent for the Louisville Courier-Journal. Five of the newspapers accounted for over 12 percent each, while the remaining three were below 8 percent. The median was 13.8 percent.

Some indication of the extent article content coordinated with advertising is presented in Table 21. Of the 119 references that pertained to some type of information about fresh meats or produce, 106 (89 percent) were supported by at least one advertisement in

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TABLE 20.—Number of food articles, out of total food articles, referring to fresh meats and produce, for two one-week periods for selected newspapers, June and July 1963

Newspaper	Number of Articles	References to Fresh Meat and Produce	
		N	%
Atlanta Constitution	46	26	21.8
Denver Post	6	4	3.4
Detroit Free Press	28	18	15.1
Kansas City Times	12	9	7.6
Los Angeles Times	42	24	20.2
Louisville Courier-J.	7	3	2.5
Milwaukee Journal	46	20	16.8
Philadelphia Bulletin	22	15	12.6
Total	209	119	100.0
Percentage of Total		56.9	

the same issue. Only 13 (10.9 percent) of the references discussed a fresh food that was not featured in advertising. These foods in their fresh form in most cases were out of season, or not at their peak supply in June and July by traditional marketing standards, and/or were not predominantly advertised in the issue where the article appeared. Some of these foods were oranges, grapefruit, cranberries, pork, smelt, halibut steaks, shrimp, coconut milk, and duckling.

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TABLE 21.—The relationship between references to fresh meats and produce in articles and advertising support to fresh meats and produce for selected newspapers, two one-week periods, June and July, 1963

Newspaper	No. Ref. to Fresh Meat and Produce	Supported by Advertising			
		Yes		No	
		N	%	N	%
Atlanta Constitution	26	23	21.7	3	23.1
Denver Post	4	4	3.8	0	0.0
Detroit Free Press	18	16	15.1	2	15.4
Kansas City Times	9	6	5.7	3	23.1
Los Angeles Times	24	22	20.7	2	15.4
Louisville Courier-J.	3	3	2.8	0	0.0
Milwaukee Journal	20	18	17.0	2	15.4
Philadelphia Bulletin	15	14	13.2	1	7.7
Total	119	106	100.0	13	100.0

None of the newspapers made more than three references to fresh meats and produce that were not supported by advertising (see Table 21). Articles complemented by advertising varied from 21.7 percent in the Atlanta Constitution to 2.8 percent in the Louisville Courier-Journal.

The relative position of subject matter and its compatibility with advertising are summarized in Table 22. Rank comparisons of the two major subject matter divisions, Preparation and the All Other category, with advertising disclosed that high relationships within

these areas existed for the individual papers. For example, the Atlanta Constitution, followed by the Los Angeles Times, ranked highest in the Preparation category, in number of references to fresh meats and produce, and in their mutual support from advertising. The Milwaukee Journal and the Detroit Free Press, in the top positions for the proportion of articles covering other food marketing and buying information, ranked third and fourth in article content that was compatible with advertising. At the lower end of the array, content and advertising ranks for the Denver Post, the Louisville Courier-Journal, and the Kansas City Times were highly related.

TABLE 22.--Rank comparison of article content with mutual support from advertising for selected newspapers, two one-week periods, June and July, 1963

Newspaper	Rank			
	Preparation	All Other	Articles Referring to Fresh Items	Articles Supported by advertising
Atlanta Constitution	1	4	1	1
Denver Post	8	7	7	7
Detroit Free Press	4	2	4	4
Kansas City Times	6	6	6	6
Los Angeles Times	2	3	2	2
Louisville Courier-J.	7	8	8	8
Milwaukee Journal	3	1	3	3
Philadelphia Bulletin	5	5	5	5

Summary of Findings

The foregoing analysis of the article content showed that although each of the nine categories was represented, considerable variation existed among them when individual papers were examined.

The following categories were used for classifying the articles: Preparation, Menus, Health, Buying Guides, Care, Management, Marketing Functions, Supply, and Miscellaneous.

In the 209 articles accumulated, 253 references or theses were identified which lent themselves to the classifications. Preparation accounted for almost 63 percent. The remaining eight categories together accounted for 37 percent which was divided as follows: Health, 9.9 percent; Marketing Functions, 7 percent; Menus, 5 percent; Buying Guides, 4 percent; Supply, 4 percent; Management, 4 percent; Care, 2 percent; and Miscellaneous, 2 percent.

Further analysis of Preparation showed that 82 percent was concerned with standard food topics pertaining to preparation and recipes, while 18 percent focused on gourmet. Six of the papers included gourmet food information.

In addition to the categorization of all article content, a comparison of articles with advertising,

limited to fresh meats and produce, was made. A high proportion of the article content within this context paralleled advertised features.

One hundred and nineteen (57 percent) of the 209 articles referred to, or discussed a fresh product. Of this number, 106 (89 percent) were mutually supported by at least one advertisement appearing in the same issue. Only 13 (11 percent) of the articles discussing fresh items were not accompanied by supporting advertising. None of the papers had more than three articles that did not parallel advertised features.

When the papers were studied individually, wide variations were noted in the inclusion of the categories and in the emphasis given them. Over-all, total categories for the two weeks ranged from a high of 59 for the Milwaukee Journal to a low of six for the Denver Post. The median for all papers was 32.

The Atlanta Constitution, Los Angeles Times, Detroit Free Press, and Milwaukee Journal accounted for from 14 to 31 percent of the total related information classified as "All Other"; the Louisville Courier-Journal, Denver Post, Kansas City Times and Philadelphia Bulletin accounted for from 2 to 7 percent.

In general, papers carrying frequent references to food preparation were more likely to include information

related to the All Other category. These papers also tended to carry more of the articles emphasizing fresh meats and produce. When the articles with references to the fresh items were compared with advertising, there was a marked tendency for them to be mutually supportive and complementary to each other.

CHAPTER IV

LITERATURE AND CONCLUSIONS

The purpose of this study was to investigate the content of food advertising and food feature articles in a selection of metropolitan daily newspapers. A review of consumer behavior and marketing studies revealed that newspapers are the most frequently used source for food buying information and that consumers desire more comprehensive information. Related literature pointed out that lack of communication between the retailer and consumer is one of the major problems in present-day market structure. The review further revealed that today's complex markets make it necessary that information prepared for consumers be expanded or improved.

Because newspapers are a major communication medium between the retailer and consumer, the specific objectives of the study were: (1) to measure the space allocated to food advertising and articles and to show the relationship of each to the other; (2) to analyze food article content in order to determine the scope of subject matter; and, (3) to ascertain the extent to

which food advertising and article content are mutually supportive and/or complementary.

Eight newspapers--the Atlanta Constitution, Denver Post, Detroit Free Press, Kansas City Times, Los Angeles Times, Louisville Courier-Journal, Milwaukee Journal, and the Philadelphia Bulletin--were selected for the study. Issues for two one-week periods in June and July 1963 provided the raw data.

Each newspaper represented a different section of the country and had a circulation of 150,000 or over. The newspapers served eight of the top 35 food market areas in the United States. Together they circulate in urban areas that represented a \$7 billion food market, or 12 percent of the 1962 food store sales in the 242 major metropolitan food market areas.

Content analysis was used to describe both food article and advertising information available for potential food shoppers. Procedure included both measurement of space and categorization of subject matter. Advertising was recorded according to the proportion of space allocated on a page. Only those advertisements occupying at least one-fourth of a page were counted. The column inch was used to measure article space plus accompanying titles and illustrations.

Nine categories were established for classifying the article content: Preparation, Menus, Health, Buying

Guides, Care, Management, Marketing Functions, Supply, and Miscellaneous. The frequency of reference to each category was tabulated. When an article included more than one category, each was counted.

Because of their economic importance to consumers and retailers, fresh meats and produce provided the basis for examining the extent advertising and food feature writing were mutually supportive and/or complementary.

Findings

Physical Characteristics

The analysis of the general space characteristics of food pages revealed some important similarities as well as wide diversities. One-half of the 108 issues contained some food information. Forty-three percent featured advertising, while 32 percent published at least one article. Advertisements or articles were published in one or more papers on each day of the week. As was expected, Thursday issues were the most outstanding for both advertising and articles. Monday and Wednesday issues were next in importance, with Tuesday and Saturday issues ranking lowest.

Seventy-four percent of the column inches of articles was printed on Thursday; 10 percent on Wednesday; and 7 percent on Saturday. In comparison, 60 percent of advertising space was featured on Thursday; 15 percent

on Wednesday, and 14 percent on Monday. The observation that Monday ranked third in advertising space, and second in issues containing advertising, documents a trend away from the emphasis that has traditionally been given to end-of-the-week shopping. Also implied in this observation is that changes in advertising policies tend to reflect similar changes in editorial matter.

There was a high correlation between the number of daily issues with advertising and articles and amount of space allotted to each. Tuesday, Wednesday, Thursday, and Friday ranked similarly in these aspects.

Article space varied considerably among the newspapers—from 160 column inches to more than 1,500 column inches.

There was an inverse relationship in the number of issues with articles and the amount of article space among the papers. For example, two papers—the Detroit Free Press and Kansas City Times—highest in number of issues with articles, ranked in the lower half regarding space given to those articles. On the other hand, the two papers accounting for the largest proportion of food article space—the Milwaukee Journal and Los Angeles Times—concentrated the articles in one weekly issue.

None of the papers had less than 19 pages of food

advertising for the two weeks. Three papers--the Milwaukee Journal, Kansas City Times, and Denver Post--had from 32 to 51 pages each. Considerable stability was reflected in the amount of advertising in that all but one of the papers published approximately the same number of pages each week.

Over-all, advertising space exceeded article space by seven to one. No consistent pattern in amounts was observed among the papers. Of the total sample, three papers accounted for from 7 to 15 percent more of the advertising than articles. Five papers accounted for from 4 to 12 percent more of the total article space than advertising space.

As size of the market area serviced by the newspaper and circulation increased, the proportion of space given to food advertising declined. The Los Angeles Times, the Philadelphia Bulletin, and Detroit Free Press, representing the largest markets, ranked lowest in the amount of advertising. It would appear that only food stores with units throughout the area considered newspaper advertising profitable. Also, circulation of these papers is more likely to be statewide or regional.

No pattern was found regarding the relationship of food sales and circulation to the amount of article space. For example, the Los Angeles Times, which served the largest market area, was second highest in article

space. The wide variations, or lack of any patterned relationships, may be attributed to editorial policies of individual papers, controlled somewhat by the presence or absence of a food editor, the paper's policy regarding reporting consumer information, and the extent to which there is consumer demand for such information.

Article Content

The analysis of article content revealed that although each of the nine categories (see page 15) was represented among the total issues, considerable variations existed in the different categories and among the individual papers. One category accounted for almost twice the combined totals of the remaining eight. Sixty-three percent was classified as Preparation, compared with only 37 percent for the other categories. In this latter group, the categories, in order of importance, were: Health, Marketing Functions, Menus, Buying Guides, Supply, Care, Management, and Miscellaneous.

Total references for the individual papers ranged from 59 for the Milwaukee Journal to six for the Denver Post. The median for all papers was 32.

Except for Miscellaneous, each category was tabulated at least once in the Atlanta Constitution. Menus and Supply were omitted in the Los Angeles Times. Six categories were excluded in the Denver Post and

Louisville Courier-Journal. The Milwaukee Journal accounted for the only entries in Miscellaneous. Six of the papers included gourmet food information.

Over half (57 percent) of the 209 articles mentioned or discussed fresh meat or produce. Of this number, 89 percent was complementary with or lent mutual support to advertising. Of the fresh items discussed, only 11 percent was not mentioned in same-issue advertising. These latter items were foods considered to be out of season by traditional marketing standards. On this basis, none of the papers had more than three articles that were not supported by advertising.

The findings indicate the relative unimportance placed on any category other than food preparation and recipes. High concentration in this area suggests that the newspapers studied consider this approach, supplemented somewhat by advertising, as an adequate means for communicating with potential food shoppers. Newspapers may also feel that dissemination of additional food-related topics, or other phases of consumer information, is beyond the scope of their responsibilities and that repetitive and/or seemingly basic buying guides would be an unsophisticated approach lacking in readership appeal.

It is also conceivable that retailers, advertising agencies, or trade associations supplying newspapers

with syndicated food articles may not be fully aware of expressed consumer needs for specific help in buying. These groups may also feel that a wider range in subject matter would not be economically feasible. Or it may be possible that the different segments of business feel that the economic aspects and complexities of production, processing, and marketing hold little interest for readers.

Conclusions and Implications

The analysis has revealed some striking differences as well as consistent relationships between food advertising and articles when the papers were aggregated. While no attempt was made to account for why these differences occur, it would seem appropriate to advance the following rationale.

The proportionately larger amount of food advertising than food articles may be considered reasonable since newspapers rely heavily on advertising revenue for financial support. The stability maintained in the amount of advertising for each of the two time periods indicates the degree to which food advertising is institutionalized. Since food supplies and consumer demand do not usually reflect sudden changes, advertising in turn would have little justification for showing wide fluctuations within a short period of time.

Consumer educators might make specific attempts to coordinate the content of news releases with concurrent market offerings. Information about items advertised could provide a basis for consumers to better understand the market situation, to evaluate advertising, and to analyze products in light of specific wants; thereby, facilitating consumer decision making.

In preparing material, educators need to recognize that their releases are in competition with those developed by commercial firms. With the latter, perhaps publicity and selling are primary motives. This suggests that educational releases, in order to compete, need to have similar appeal as well as provide factual information.

It would also seem important that educators work more closely with food and women's page editors in providing consumer information. For example, workshops or conferences with representatives from business, newspaper, education, and consumer groups as participants might be initiated. Primary objectives of such programs would be: (1) to increase awareness of the need to educate consumers; (2) to clarify the respective role and responsibilities for each of the participating groups; and (3) to explore methods by which consumer behavior and marketing research findings might be implemented in practical approaches to consumer problems.

Recommendations for Further Study

The conclusions of this content analysis raise several questions and suggest the following areas for further research:

1. Study the policy of newspaperers toward food information. What importance is placed on the food editorial matter? What is a paper's concept of subjects and topics that interest readers? Is it possible within the operational framework of a newspaper to better coordinate advertising with food article content? How necessary is it that these support each other?
2. Study the attitude of retailers and advertisers concerning the inclusion of specific buying guides. What would be the merits of a broader approach to publishing food information? How useful would it be to have more knowledgeable consumers?
3. Analyze readers' responses to article content and advertising. To what extent does one or the other motivate or influence shopping decisions? In what way does the article content raise level of knowledge? Do readers consider recipes per se as an adequate source for buying information?
4. Analyze the original sources of the background releases and materials used in writing the articles. Do

they represent the food categories studied? Of what educational value is the material?

While it is recognized that generalizations from this research are somewhat limited because of the size of the sample, it is seen as making a contribution to understanding the relationship of mass communication to a specific area of consumer choice. With the increased emphasis on rational decision-making regarding food, as well as in other areas of consumer goods, there is no doubt that continued and more sophisticated research will be increasingly important in the future.

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APPENDICES

APPENDIX A

SELECTED METRO AREA DAILY NEWSPAPER CIRCULATIONS,
FOOD STORE SALES, PERCENTAGE OF U.S., AND RANK

January 1, 1962 to January 1, 1963

City	Sample Paper Circulation	Food Sales (\$000)	% of U.S.	Food Sales Rank
Los Angeles	757,096	2,696,135	4.6850	2
Philadelphia	709,751	1,420,701	2.4687	4
Detroit	509,256	1,246,278	2.1656	5
Milwaukee	353,657	423,188	0.7354	19
Kansas City	243,308*	355,918	0.6185	22
Atlanta	202,635	311,126	0.5406	25
Denver	181,788	303,874	0.5280	27
Louisville	220,140*	221,975	0.3857	35
Total	3,177,631	6,979,195	12.1275	
Total Food Store Sales in 242 Metropolitan Areas				
		40,551,529	70.4649	
Total Food Store Sales for U.S.				
		57,548,518	100.0000	

*No designated food editor or food section.

2017-2018

2017-2018

2017-2018

2017-2018

Open Door Won't Hurt Frozen Food

Don't worry about the frozen foods thawing while Junior mulls the refrigerator. Household equipment specialists in the United States Department of Agriculture say that opening the door of a mechanical refrigerator actually lowers the temperature in the cold-storage area.

Their explanation: A rise in temperature in the cold-storage area activates the thermostat. And, because the refrigerator runs "onward" the low-temperature space, the doors find gas the immediate benefit of the lowered temperature in these coils.

Now if the door is open for 15 minutes, Junior "finds" the door is open. But, after that, the gas in the cold-storage area will become warm. The door will find it necessary to run the coils at 10° below the normal and maintain it to increase the effect of the door.

13 1/2 Supply The Evening Bulletin PHILADELPHIA Wednesday, July 17, 1943 Market Report

Potatoes Move Up In Price

By Federal State Market News Service, U. S. Dept. of Agriculture

EASTERN-GROWN round-top potatoes are still a good buy, but prices are higher. Most of these potatoes are coming from the Eastern Shore of Virginia and from nearby states. Prices have been as low as that grown last year.

Other good buys in fresh vegetables are cabbage, lettuce of all kinds, including iceberg, which is now at or near the lowest prices in months, asparagus, radishes, escarole, endive, spinach and other leafy salad and boiling greens.

In addition, several commodities that had been at high prices are now more reasonable—yet real low-priced but at least lower than in the past. These include peppers, sweet corn, carrots and cucumbers.

THE BEST BUY in fresh fruits are summer apples—ideal for making into tart pies, cobblers and other desserts—limes, at lowest prices in many months, watermelons, and for something different and unique in flavor, Florida mangos while they are in season. Bananas are a fair buy, as are tangerines and plums.

Frozen turkeys are plentiful and some stores should have them on sale at quite low prices. To a lesser extent this may also be true of frozen broiler-type chickens, depending on stores that have special sales.

Excellent quality bluefish is now available in good quantities—two to three pounds. Other good buys in seafood include the type with no bones, scallops and fillets of haddock and flounder. Crabmeat is now more reasonable and down from previous high prices.

IN RED MEAT, your best buy should be in ground beef, especially tenderloin, which, along with some chuck steaks and pork roasts are in the fairer class. Perked ground beef of course varies widely, depending on which store has special sales on which cuts.

Eggs are plentiful and in the fair buy class. Milk and dairy products, though in heavy supply, especially ice cream and various types of sliced cheese. Fresh butter, vegetable fats and oils are also plentiful.

MARKET TIPS

Good Steak Buys... If You'll Chew

BY HARRISON GIBBS

Among the best buys for the week are the steaks from the butcher's shop. These steaks are from the butcher's shop. These steaks are from the butcher's shop.

A heavy demand for steaks is resulting in several good buys on low tender cuts of beef. Some markets have special prices on chuck roasts and steaks and round steaks. Some standing rib roasts are good values, too.

Supplies of lamb and veal are light and prices generally high. However, some markets are featuring a few lamb cuts at lower prices.

GENERAL supplies of poultry have resulted in some excellent buys. The six to 10-pound turkeys are also good values.

Pork, whitefish and smelt are the plentiful fish this week although there is some trout and pickerel available. All frozen fish is in good supply.

Produce counters are well stocked and more seasonal items seem to be making their way to market.

IN PLentiful supply are green onions, potatoes, rutabaga, mustard, spinach and turnip greens.

Lettuce quality is reported to be improving. Grocery store specials include minced fruit cocktail, beans, corn and peas.

Frozen potatoes, lima beans, lima beans and peas are other specials.

Week's Best Buys

Pork loin roasts	30 - 35
Asparagus	40 - 45
Headed lamb	30 - 35
Beef chuck roasts	30 - 35
Chuck steaks	40 - 45
Whole turkeys	30 - 35
Turkey 6-10 lbs.	30 - 35
Yard leg roasts	30 - 35
Pork	40 - 45
Ham	30 - 35
Ham	30 - 35
Custard	10 - 15
Peas	10 - 15
Apples	30 - 35
Beets	10 - 15
Sweet corn	30 - 35

Buying Guide Prep



WALDOF STEAKS FROM RIB EYE

Tender Beef Rib Steaks Are Available and Perfect for Dining

Beat Mastery

Rib Eye Muscle Scores in Steak

Running from the loin area through the peritoneum, T-bone and club, there is a long muscle referred to as "tenderloin." It is the most tender muscle in beef, since it is seldom exercised by the animal. And from this cut comes the famous filet mignon.

A similar muscle takes up where the tenderloin leaves off and this muscle, known as the "rib eye," runs through the rib meat. It is also a very tender cut and is requested around Atlanta when carved into Waldorf steaks.

Because Waldorf steaks are a tender cut and there is a lack of fat covering, it is recommended that they be broiled in an oven at 375° Fahrenheit. If 1 inch thick, these steaks require about 10 minutes for rare, 20 for medium. And a 3-inch steak requires about 40 to 50 minutes for rare, 60 to 70 minutes for medium. Be sure the cut is at least 1 inch thick.

These steaks may be marinated for 2 to 3 hours before broiling or broiling. Your favorite marinade, such as salad oil, wine vinegar, garlic, lemon juice, a dash of red wine and some herbs enhance the flavor of the steak all the more.

But because of the tenderness of the Waldorf steak, it is not necessary to marinate for too tender a steak.

If you're grilling or cooking on a charcoal, rub the grill with fat before cooking is started.

BROILING THE STEAKS

Now place the steaks on the grill. One-inch thick steaks should be about 7 inches from the heat, two-inch steaks about 8 inches.

When the steaks are broiled on one side, turn, season and finish cooking on the other side. Use tongs or a utility fork inserted into the fat edge for turning. Steaks should be seasoned after they have broiled.

If the host prefers, a rib eye roast can be purchased weighing between 4 and 5 pounds. This can be broiled on a grill or roasted in a roasting pan. The roast is served with the steaks needed for the guests. The meaty eye portion of the beef rib may be recognized because it is minus the cap, fat covering and bones of a rib roast.

Remember to broil or charcoal this roast, if left whole, at a slightly higher temperature than usual, since the diameter is comparatively small. Otherwise, the center of the roast will become too well done before the outer surface is attractively browned.

MY BEST RECIPE

Corned Beef Base of Salad



"This is one of those salads which has to be tasted before one can get excited about making the recipe," says Mrs. Ethel Bishopp of Long Beach. "It's my favorite for summer luncheons with hot biscuits or muffins."

CORNEED BEEF SALAD

- 1 package lemon-flavored gelatin
- 1 1/2 cups hot water
- 1 cup mayonnaise
- 1 1/2-cup corned beef, diced
- 1 cup diced celery
- 1 1/2 tablespoons minced onion
- 1 tablespoon minced green pepper
- Lettuce, stuffed green olives

Dissolve gelatin in hot water; chill until syrupy. Beat in mayonnaise until mixture is smooth. Stir in corned beef, celery, onion and green pepper; pour into 8-in. square pan. Chill until firm. Cut in squares and serve in lettuce cups. Garnish with stuffed green olives. Makes 6 servings.

MRS. ETHEL BISHOPP,
1047 Laders Dr.,
Long Beach.

The Times pays \$5 for Southern California readers' recipes published in this exchange column. Send recipes you consider your best and that are unusual and not widely published. Explain interesting features and how you found the recipe. Sign or print your complete name and address on each one submitted. Address entire, "My Best Recipe," c/o Anita Bennett, Los Angeles Times, Times Mirror Square, Los Angeles 33. All recipes become the property of The Times and none will be returned.

Gourmet Dessert Tops Off Menu



DESSERT: CREAM WITH FRUIT SAUCE

Star Cream Is Began Dessert In Plate Picture

The delicate and delicious way to finish off a holiday party meal is to serve this tempting Dessert Cream, topped with your special Fruit Sauce.

This is a gourmet dessert—a colorful creation of superb flavor—and one to be served in guests of justly discriminating taste.

Dairy your cream, the ingredient which gives a new flavor to a simple milk and cream sauce—contrasts perfectly with the Fruit Sauce to form a delicious combination of eye appeal and palate pleasure.

The pleasure of serving plain desserts—that there is no last.

minute preparation rush—and guests will remember with the menu, make it a day ahead or have it chilled in the refrigerator 3 hours before serving time on the day it is to be used.

When you are ready to serve this dessert creation, turn out the mold on a chilled platter and spoon a generous amount of the colorful Fruit Sauce over the top, letting some flow down the sides. Thawed, frozen raspberries may be substituted for the subtly tart sauce if desired. Have a bowl of sauce on the table so family and guests may indulge in their own tastes.

Why not serve this tempting

Dessert Cream next time you have company?

- 1 cup cream
- 1/2 cup sugar
- 1 tablespoon (1 envelope) unflavored gelatin
- 1/2 cup milk
- 1 cup dairy sour cream
- 1 teaspoon vanilla

FRUIT SAUCE

- 1/2 cup sugar
- 1/2 cup water
- 1 cup raspberries
- 1 cup sliced apples

Chopped walnuts

Heat together cream and sugar until hot. Sprinkle gelatin over milk to soften. Stir into hot

cream until dissolved. Cool slightly. Fold in sour cream and vanilla, turn into 1 quart mold, which has been rinsed with cold water. Chill until firm. For Fruit Sauce: Cook together sugar and water until sugar is dissolved. Add raspberries and cook about 10 minutes. Remove from heat, add apple and nut. When ready to serve, turn out mold onto dessert platter, top with some of sauce and garnish with chopped walnuts. Place remaining sauce in dish and serve as topping 6 servings.

Thawed, frozen raspberries may be served instead of the Fruit Sauce. If desired, Whipped cream may also be substituted for the cream in the Dessert Cream recipe.



Redeem YOUR
17 COUPONS
Good for
1000 FREE Top Value
from our Thursday's Ad Stamps
EXPIRE THIS SAT. NITE

Prices good thru
SAT. JULY 20th
in Louisville Division
Kroger Stores.
Quantity Rights Reserved

STORE HOURS

OPEN TONIGHT UNTIL 9 P.M.

Shelbyville Road Price
Louisville Rd. 2nd & Madison
Berkshire Rd. & Watkinson St.
Third St. and North and West
Berkshire Rd. at Bardonia Ln.
Main Road Price Shop Center
8th and Applegate Parkway



Whole
Lb.
(Limit 4)

25¢

Pork Roast ✓

Fresh
Boston Butt Lb. **35¢**

Fresh
Ground Beef

Quik-Cut Hams Lb. **69¢**

Veal Steaks Lb. **89¢**

Corned Beef Lb. **69¢**

ECONOMY
PACK

(5 Lb. Pkg.) Lb. **39¢**
(\$1.89)

39¢

Heinz Ketchup 14-Oz. Btl. **19¢**

Sun Gold Bread 2 Loaves **39¢**

Spotlight Bean (3 Lb. Bag) **\$1.39**

Coffee 1-Lb. Bag **49¢**

Jell-O Gelatins (Kroger Sliced or Chunk Pineapple No. 2 Cans) 3 3-Oz. Pkgs. **29¢**

Giant Tide (10¢ Off Label) Pkg. **59¢**

Jumbo
27-Size
California



Each
35¢

3 \$1.00
For

Calif. Oranges (SAVED) 49¢ Doz.

Fresh Peaches 4 Lb. **49¢**

Kroger Polar Pak
Ice Milk
SAVE 1lb. (Where Handled) 1 1/2-Gal. Ctn. **49¢**
Ice Cream (Save 10¢) Country Club 1 1/2-Gal. **59¢**
Ice Cream Kroger 1 1/2-Gal. **79¢**

Kroger Country Style
COTTAGE
Cheese
Price good in Louisville only
(2-Lb. Ctn. 49¢) 1-Lb. Ctn. **25¢**

Kroger Grade "A"
Fresh Milk
Price good in Louisville only
Gallon Plastic Ctn. **83¢**
Jug Milk Gal. **79¢**
1/2-Gal. Milk Ctn. **43¢**

Kroger Sliced
Sandwich or Wiener
Buns
(Pkg. of 12 29¢) Pkg. of 8 **19¢**

APPENDIX D

ISSUES OF COLLECTED NEWSPAPERS CONTAINING ADVERTISING AND ARTICLES
FOR THE TWO CRIME-AREA PERIODS IN JUNE AND JULY, 1963

Newspaper	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
	Advertising Articles	Advertising Articles	Advertising Articles	Advertising Articles	Advertising Articles	Advertising Articles	Advertising Articles	Advertising Articles
Atlanta Constitution	1 2				2 2			4
Denver Post	1	1		2	2	1		7
Detroit Free Press		2 2	1 1	2	1	2		8
Kansas City Times		2 2		1 2	2 2	2 1	1	9
Los Angeles Times		1		1	2 2		1	5
Louisville Courier-J.		1 1		1	2 2	1	2	8
Milwaukee Journal		2		2	2 2	1		7
Philadelphia Bulletin	2 2	1		2 2	1			5
Total	4 4	9 5	1 1	8 6	13 13	6 4	5 1	46 34

PAPER:	CATEGORY:
DATE:	PRINT:
PAGE:	ILLUSTRATIONS:
FLAGLYN RE:	TOTAL:
CONTENT:	

FOOD ARTICLES

TAFER:

RELATIONS TO PLURAD
PROMOTIONS

CATEGORY

5
4
3
2
1
COLUMN INCHES

FLAC'87

PHYSICAL FACTORS

DATE	DAY	PAGE	1	2	3	4	Print Illust.	Total
11/11/54	MON	1						
11/12/54	TUE	2						
11/13/54	WED	3						
11/14/54	THU	4						
11/15/54	FRI	5						
11/16/54	SAT	6						
11/17/54	SUN	7						
11/18/54	MON	8						
11/19/54	TUE	9						
11/20/54	WED	10						
11/21/54	THU	11						
11/22/54	FRI	12						
11/23/54	SAT	13						
11/24/54	SUN	14						
11/25/54	MON	15						
11/26/54	TUE	16						
11/27/54	WED	17						
11/28/54	THU	18						
11/29/54	FRI	19						
11/30/54	SAT	20						
12/1/54	SUN	21						
12/2/54	MON	22						
12/3/54	TUE	23						
12/4/54	WED	24						
12/5/54	THU	25						
12/6/54	FRI	26						
12/7/54	SAT	27						
12/8/54	SUN	28						
12/9/54	MON	29						
12/10/54	TUE	30						
12/11/54	WED	31						
12/12/54	THU	32						
12/13/54	FRI	33						
12/14/54	SAT	34						
12/15/54	SUN	35						
12/16/54	MON	36						
12/17/54	TUE	37						
12/18/54	WED	38						
12/19/54	THU	39						
12/20/54	FRI	40						
12/21/54	SAT	41						
12/22/54	SUN	42						
12/23/54	MON	43						
12/24/54	TUE	44						
12/25/54	WED	45						
12/26/54	THU	46						
12/27/54	FRI	47						
12/28/54	SAT	48						
12/29/54	SUN	49						
12/30/54	MON	50						
12/31/54	TUE	51						
1/1/55	WED	52						
1/2/55	THU	53						
1/3/55	FRI	54						
1/4/55	SAT	55						
1/5/55	SUN	56						
1/6/55	MON	57						
1/7/55	TUE	58						
1/8/55	WED	59						
1/9/55	THU	60						
1/10/55	FRI	61						

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Problem--M.S. 1965

Love, Catherine B.

An Analysis of Food Articles
and Food Advertising in
Eight Selected Metropolitan
Daily Newspapers

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