

GENERAL NEWS

Newspapers still best choice

A statewide retail shopping habits survey, sponsored by the Kentucky Press Association and Kentucky Press Service, reveals that Kentuckians are highly dependent upon Kentucky newspapers for shopping information.

The survey, conducted by The Preston Group, Inc., of Lexington, shows nine out of every 10 Kentuckians read a daily or weekly newspaper on a regular basis while a similar number pay attention to newspaper advertising in Kentucky newspapers.

The survey was conducted March 14-21, 1989, with 1,090 households statewide participating in the survey.

The results of the 1989 survey are similar to the last survey, done in 1987, which showed the strength of Kentucky newspapers over all other media.

There has never been any doubt about the strength of Kentucky newspaper, said EPA executive director David T. Thompson.

"Newspaper have long been the backbone of many Kentucky communities and the allegiance to the print media shows in the results of this survey."

Thompson noted readership had slightly increased over the past two years when the last survey was done.

On the question of where Kentuckians rely most for advertising information, newspapers outdistanced all other media in almost all 15 categories.

In asking for specific media, newspapers, television, radio and direct mail newspapers were the consistent winner.

Newspapers strongly showed greatest in grocery advertising with 63 percent relying on newspaper advertising for grocery shopping information.

especially television, suffers from an increasingly fragmented audience.

In asking how often newspapers readers made purchases because of advertising on TV, radio or in the newspapers, the survey showed that 52 percent made purchases in the past month because of a newspaper ad; 23 percent had made a purchase because of a TV commercial; and 11 percent of all newspapers readers in the state, 88 percent scan or read specific newspaper advertisements, while only nine percent do not read newspaper advertising.

The survey showed that 71 percent of all Kentuckians subscribed to a daily newspaper and that weekly newspapers in the state have a good staying power in the home.

On the question of how long a weekly newspaper is kept in the home, 41 percent of those reading a weekly said they keep the newspaper at hand until the next issue is published and another 29 percent keep a weekly at least three to four days.

Newspaper coupons and the use of color also play important roles for consumers.

Seven out of 10 shoppers clip and use newspaper coupons while 71 percent said they were more likely to read a newspaper advertisement if it has color.

Kentuckians are also avid readers of editorial content in the newspapers in addition to their faithfulness in newspaper advertising.

Local and state news are read heavily by newspaper readers followed by classified ads and obituaries.

Tommy Preston, president of The Preston Group, said, "Newspaper advertising continues to enjoy superiority over other media," and that the major media competition

H. A. Jones

88 Spectrum - 4 Door, Auto, Air, PS, PB, 21,600 Miles

87 Olds Calais - 2 Door, Auto, Air, PS, PB, 41,780 Miles

85 Monte Carlo Cl Coupe - Auto, Air, PS, PB

88 Pontiac Sunbird - 4 Door, PS, PB, 23,000 Miles, Auto, Air

88 Chev. S-10 EL - 5 Speed, 18,930 Miles

89 S-10 - 5 Speed, 24,600 Miles, V-6

89 Chev. Beretta - Auto, Air, PS, PB, 12,670 Miles, Cassette

89 S-10 EL - 4 Cyl., 5 Speed, 18,100 Miles

88 Chev. S-10 Blazer - 2 Wheel Drive, V-6, Auto, Air, 39,447 Miles

87 GMC Sierra Classic - Auto, Air, 21,119 Miles

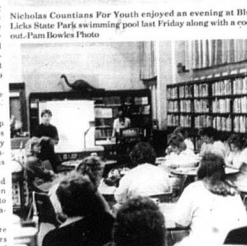
ASK ABOUT WARRANTY

See one of our salespeople today: Sybil Kelley, George Lawrence, Bruce Luther, John Harrison, Everett Johnson, Charles Morgan

Hours: (Sales) Mon. - Fri. 8-8, Sat. 8-6 (Service, Body and Parts Dept.) Mon. - Fri. 7:30 - 6:30, Sat. 7:30 - 12:30

H. A. Jones

U. S. 27 South **Cynthiana, KY**
234-2032



Nicholas Counties For Youth enjoyed an evening at Blue Licks State Park as swimming pool last Friday along with a cook out. Pam Bowles Photo

Dr. Mary Shake and Dr. Connie Bridge, of the department of curriculum and instruction in the college of Education at the University of Kentucky, present Nicholas County Elementary school teachers the fundamentals of applying the whole language approach to teaching. Josh Shepherd Photo.

2 Days Only
Saturday & Sunday
July 29 & 30

Colliver Furniture
Trailer Load
of Tables and Chairs
Just Arrived



Solid Wood Table & 4 Matching Chairs
\$138



Solid Wood Hutch with Glass Doors
\$198

Cochrane Furniture
America's Most Overbuilt Furniture

Cochrane Solid Wood Table, 6 Chairs, and Hutch

Every piece of furniture in the "Rock House Maple" Collection is made of solid maple, painstakingly hand peddled and burnished to a warm glowing honey patina.

Brilliant drop bale hardware, beveled glass doors and interior lighting add just the right sparkle for lively family evenings.

Sale \$895

Reg. \$1195
Colliver Furniture

If you are looking for a table and chairs, come to Colliver's. We've got what you need to furnish your kitchen or dining room.



Solid Wood Table & 6 Matching Chairs
\$198



Solid Wood Table with 6 Bow Back Chairs Blue or Almond
\$338
Absolutely A Special Buy

PIC-PAC SUPERMARKETS

CART OUT CASH
when you shop with

Money Back Cards

YOU COULD WIN AS MUCH AS \$500.00

WALK OUT THE WAY YOU WANT TO BUY! BY GIVING US YOUR MONEY BACK CARD AS YOU SHOP YOU CAN WIN \$500.00!

EVERYBODY WINS EVERYTIME WITH MONEY BACK CARDS

HERE'S HOW!

DON'T DELAY! PICK UP YOUR MONEY BACK CARD TODAY AND START CARTING HOME CASH!

BRUCE RING \$5.00	JULIA JOHNSON \$5.00	FERELA EARLYWINE \$5.00	AUDERY EARLYWINE \$5.00	SHARON FOGLEMAN \$5.00	ALMA ATKINSON \$10.00	BETTY TABOR \$10.00
TWO TIME WINNER!				DEBBIE SWEET \$50.00	CHESTER GOLDY \$50.00	MARGIE CAMPBELL \$100.00
MISSY HILL \$20.00	BENNY MORRIS \$20.00	MARY EVANS \$50.00	EDDIE EARLYWINE \$100.00			

Look For Our Buy 1, Get 1 FREE Sale!

U.S. D.A. CHOICE CENTER
Round Steak **\$1.79** LB.

STOKELY'S
Apple Sauce **3/\$1** 15 OZ. CAN

LARGE SWEET CALIFORNIA
Cantaloupes **99¢** EACH

Rinso
LAUNDRY DETERGENT **99¢** 38 OZ. BOX

PAPER MONEY.

CARLISLE PIC-PAC SUPERMARKET

365 EAST MAIN STREET, CARLISLE, KY.
OPEN: MON.-THURS., 8 A.M. - 6 P.M.
FRI. & SAT., 8 A.M. - 9 P.M.
SUNDAY, NOON - 6 P.M.

COME IN AND CHECK OUT OUR BUY 1, GET 1 FREE SALE!

Prices in this ad good thru Sun., July 30, 1989.

Johann Haviland Bavaria Germany

2-Soup Bowls
Save \$3.00 from our Regular Discount Price With This Coupon

Vegetable Bowl
Save \$4.00 from our Regular Discount Price With This Coupon