The death of the Evening Express

By Wayne Curtis

In the first issue of the Portland Express, founder A.W. Laughlin wrote that his new endeavor would "steer clear of such things as have in the past been unprofitable to us." The year was 1882.

But a century and several owners later, unprofitability finally caught up with the 'Express. On Sept. 25, the Guy Gannett Publishing Company announced that the final Portland Evening Express would roll off the presses next February, marking the end for a paper that has been losing circulation for a decade.

Publisher Jean Gannett Hawley attributed the afternoon paper's demise to "changing lifestyles." The Guy Gannett Co. ruefully admitted that, in the age of television and video, the Evening Express no longer plays much of a role in daily life.

Gannett evoked remembrances of the Ward Cleaver era, one in which the breadwinner enjoyed the evening paper each night, wreathed in pipe smoke and sitting in his favorite armchair. And Gannett is right: that era is over.

But the 'Express has been losing ground for years. Ward Cleaver has been gone for years.

Another, much more bottom-line reason why Gannett might be closing the 'Express: advertising sales are down, way down.

As New England's economic malaise deepens, advertising in the Maine Sunday Telegram, the Portland Press Herald and the Evening Express is drying up.

With three papers in a sinking raft, the weakest simply got thrown overboard.

The death of the Evening Express is a clear public indicator of economic hard times.

But it is only the highly visible tip of the advertising iceberg. Lower ad budgets are contributing to tougher times, not just for the media, but for the people who produce the ads as well.

Continued on page 6

Dowd Neufeld makes a large gesture before the small audience at the New England Storytelling festival.

Big story for a small audience

By W.D. Cutlip

If the Twelve Apostles ever stage a reunion in Scarborough, the odds are fair to good that the city will turn out a decent-sized crowd to welcome them - maybe even 300 people, if the weather is good. If the event were scheduled to coincide with the Second Coming of Christ, then so much the better. The photo opportunities alone would lure the selectmen.

But it seems nothing short of the above will draw the locals out, to say nothing of the hothouse flowers who apparently occupy the rest of southern Maine.

The first-ever New England Storytelling Festival was held Sept. 28 through 30 in Scarborough. It was a memorable occasion, a glorious opportunity for people hundreds of miles away leaning on their TV Guides and doing something worth doing.

Perhaps 200 people eventually turned - mostly from out of town and out of state. It was historic. It was magical. It was anything but a series of dull repetitions of dusty bits of folklore. It was first-class entertainment, a good place to be on a damp weekend. It was the place to be, man.

The question is: where in the hell were you?

Continued on page 10

INSIDE

NEWSBRIEFS pages 2-4
TALK pages 5-9
VIDEOS pages 10-11
10-DAY CALENDAR page 14
SCRIBES page 16
FOLKSTORY page 18
DOGSPORTS page 22
PUZZLE page 22
CLASSIFIEDS page 24
POOK page 27
Your words mean more to our
40,000+ Classified Readers.

Your words mean more to our
40,000+ Classified Readers.

Say more for $7.00

How descriptive can
YOU get?

UNUM buys Two Canal Plaza
The Sept. 28, 1989, Portland
Business Times reported that
UNUM Life Insurance Corp. had
purchased Two Canal Plaza, a
five-story, 44,000-square-foot
building in downtown Portland.

Your words mean more to our
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Say more for $7.00

How descriptive can
YOU get?
Richard Parks Gallery

Special 3 for $159

2:30

Free film every day of the week!

The Big Deal

942-6880

Directors of Sayadian

~ Special!

Black

Perfect solution.

Wide and 72" high with 3 adjustable feet.

Credit cards:

Pictures bring it home.

Three US ROW

Plus $59 each)

A wonderful buffet of Belgian Waffles, Smoked Salmon, Muffin, Croissants, Cured Meats, Salads, Fresh Fruit and a selection of coffee, tea, juice, milk. 

Join Us!

30-40 am - 2:30 pm

Call for reservations 774-4200

Executive shine

"The appearance specialists"
...GOES THE 'EXPRESS'

Colonial times to today

Newspapers and advertising are inseparably linked, like Jane and Ward Cleaver. Unlike magazines, most of whom earn a portion of their revenue from the cover price, newspapers make all their profit from advertising. From the $5.00 you pay for your morning paper pays for the distribution of that paper.

Yes, that's why paper sales may be good in business while being distributed free of charge. And that's why advertising is so important. About advertising.
**WEATHER REPORT!**

Purdy sunny, windy and cold...time to bundle up as a winter, seasonal clothing from Amaryllis. Beautiful suits for ladies and men, as well as extraordinary gifts for every occasion. Amaryllis~Clothing Co. 41 Green St. (207) 797-6750

**PORTLAND PIZZERIA**

765 Congress Street Portland, Maine 04101

**GELAITES**

affordable gifts

steinwolf

Geraldine & Wolf

THE GOOD EGG PIZZERIA

765 Congress St. Portland, Maine 04101

-- phone 394-0801 --

--- THE GOOD EGG PIZZERIA ---

765 Congress St. Portland, Maine 04101

COME MOTOR PIZZA IS GOOD FUEL

**...SO GOES THE 'EXPRESS'**

Continued from page 7

Ted Bag's classifieds, which grew to unwieldy proportions during the real estate boom of the late '80s. Despite an increasingly active trade in fraudulent auction announcements that year, classified advertising plummeted by nearly one-third in the first eight months of 1990.

Indeed, the Evening Express handles better than the two other papers in holding onto local ads, showing the smallest decline in advertising volume of any of the three. This is somewhat misleading, however, since the Express has placed about 20 percent more of its ads in the paper than the Portland Press Herald, or any other Portland ad executive who provided these figures, "advertisers never put in the Evening Express. In effect, ads in the Express are sold at a deep discount.

In giving up money, the privately held company doesn't provide information on revenues or profits. We're not a bank, but I think we're doing all right," says Fink. "We've been stable for two to three years. I can't think of a newspaper that's doing better than the Evening Express in our area. It's been a real estate boom of the late 1980s. Despite an overall ad volume is somewhat misleading, however, since overall ad volume is down, and new advertising goes downhill. Only good things are on the horizon."
BIG STORY, SMALL AUDIENCE

“IT’S COMPLETELY IRRESPONSIBLE TO TERRORIZE AN AUDIENCE AND WALK AWAY. THAT’S BIZARRE. LIFE DOES THAT TO YOU. YOU DON’T NEED THAT KIND OF ENTERTAINMENT.”

JUDITH BLACK

Throughout all his screenfire plasticity, Black has rare realness with his character, and his zones of emotionality, having around the ball, suggested when he went a goal. Contract to work without an audience, and to associate with that popsicle night.

Clearly, this performance becomes too much for me to bear alone. “KILL,” I say. “YOU’RE KILLING ME!”

Then he back a bit. The performance is suddenly gone and a young teenager momentarily takes his place. “Killing me? What’s killing you?”

At this point, however, Judith is already not an audience. He may not know the score, but he could have known the problem.

For the last and other good reasons, I did not want to be the Moment of Clarification for an audience. Judith’s story, “The Screening Rooms,” consists of equal parts mirth and mennially straightforward, and young, an eviexperience story...and far from being the high point of the Student Stage of the Festival.

The stories that followed, as I’ve mentioned, are all the kind of stories that you wish existed but are not exactly what you’ve thought of wiring your audience. They are also, as I said, a little more serious, more subdued, more characteristically selected and often not as funny as the stories that come before them.

Judith is a good storyteller, but she is not a good storyteller. She is a writer, and she is a writer of stories that are more complex than the stories that she writes. She writes about the world, but she is not a writer of stories about the world.

Some time ago, I heard a story about a teacher who was brickbattling the kids in his class. The teacher was trying to explain to them how important it is to understand the world, and how important it is to be a storyteller, and how important it is to be a good storyteller. The kids were not interested, and they were not listening, and the teacher was not having much success.

So the teacher decided to do something different. He decided to tell a story. A true story, about something that had actually happened to him. And when he told the story, the kids listened. They were interested. They were captivated. They asked questions. They wanted to know more.

The teacher realized that he had stumbled upon something special. He realized that storytelling was an art form that could be used to teach children about the world. He realized that storytelling was a powerful tool that could be used to change the lives of children.

And so he began to tell stories to his class. Stories about the world. Stories about the people who live in the world. Stories about the things that happen in the world.

The kids loved it. They were excited. They were engaged. They were learning.

And so the teacher continued to tell stories. And the students continued to listen. And the world continued to change for the better.
"Silence is deafening in a world filled with unspeakable and unmentionable suffering and human rights abuses. Silence, under these circumstances, is dangerously close to complicity."

Jean-Michel Cousteau

His lecture will inspire you to work to protect and preserve our environment.

Friday, October 13, 1990
USM Portland Gymnasium
$100 to advance
$120 at the door
Department of Community Programs

Call 877-4580

Cass Bay Weekly

The king of the Petting Zoo poses splendidly for a photograph at the Cumberland County Fair. Ducks, chickens, and sheep reached their full share of putting up as a new attendance record was set at the 19th Cumberland County Fair, which ran from Sept. 23 to Sept. 29. An estimated 30,000 to 100,000 people attend.

Blatantly subjective language

In your story on overpopulation (CBW 9/17/90), you said: "A lot more..." A lot more what? Although you omit the word "people," this sentence can be interpreted as implying that we want the reader to believe that the number of people is a problem. The debate over when human life begins, and whether or not to make abortion illegal is subjective in nature, not a scientific matter.

Larissa Davis,

Cheap date a cheap shot?

Is there something to rival the "Cheap date..." (CBW 9/12/90)? The article sounds funny, but what is its purpose? It is to inform interested readers in the USM (University of Southern Maine) about their upcoming events. Perhaps more thought should be given to the local people who are interested in these events.

Again this year, we're suffering from excessive plaque buildup.

AAN

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Larissa Davis,
Pump Up the Volume is cast as a non sequitur slices of peculiar life.

It's true that several clues were not hinted at for its time, but there was still some evidence that a certain amount of the movie's success was due to Carolee Schullin's portrayal of a woman who is... well, let's say she's not pretty. But the movie was generally played in the key of R.

After the movie ends, another person claims to have read a book of other stories, opened to the page on which the boy with the key signature seemed to be upper right, a kind of "key of B." Thank you very much, I told them, because my nose is too big to play in that key so much for the old tradition.

The promise of something different is "folk." I wish I could have seen the movie post-1940. "A moment of the people, the common song of the common people." Whereupon I found this little gem when I was six years old at school and almost immediately rechristened the elderly "Performance" of Harvard.

I was great at school. Like many of the more common "common" people, I, too, could step outside the beat pace(s)...

"The New York Times" of Babyface and the Kyper- 
twain will be appearing at Oct 1 in Bowdoin College's Kemp Auditorium (tickets $2.50, and at Bowdoin College Oct 11), Bobby Hootch is not a folk period and does not have a degree. Moreover, Larry Hootch is funy. His lyrics are often absurd, his version of the country song "There's a Long Line of Cars," sometimes he plays a gay electric guitar with a delivery that is both triumphant and sappy. No harm has been done. Could this be his last?

"Yes, indeed. Despite these obvious defects, Bobby Hootch is a good folk artist, and, in some, a post-folk artist. If you doubt this, go to one of his shows and see for yourself.

Rudy Hootch appears Oct. 6 at Bowdoin College and Oct. 12 at Room 8.

Funny folk

In the process of researching and writing an article about folk music a few months back, I was often accused of the melodious grace with which the average folk singer pursued his or her audience. Folk music often rings untrue, but usually with the passion, joy, and predictability of an au-entferne operator. Sometimes the success of folk singing is the nearest to true love for the singer. I play a version of a folk tune called "The Last Time I Saw Him" in the key of R, because in this my voice: such as it is, I jumped in that way at a song swap and was told by the man sitting next to me that "The Last Time I Saw Him" is generally played in the key of B.

The next essay, another person claims to have read a book of other stories, opened to the page on which the boy with the key signature seemed to be upper right, a kind of "key of B." Thank you very much, I told them, because my nose is too big to play in that key so much for the old tradition.

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Which National special Chops? Next time, "hy when and total Ray 1st 200 peopl., Astrodome. and 1908 won a 10 other sta-
...not just another pretty face.
IN 1988 HUGO'S INTRODUCED PORTLAND TO THE WORD "BISTRO." IN SEPTEMBER 1990 PORTLAND LEARNS THE WORD "BRUNCH.
Casco Bay WEEKLY

Dan Hurlin's "A Cool Million." Want to make a real nickel mix but gold-plate beads is windows and symphony. It's a sure bet, but what if the window mixes to touch because of the man or children's village balcony when the beads pieces sometimes. Dan Hurlin's "A Cool Million," an adaptation of Nathaniel West’s 1955 short story, is a re-working of the classic tale of political manipulation during the Depression Era.

General Fisher, a country storekeeper, is sent up to New York to seek his fortune. During his journey, he makes a $205 bet that he can lose his teeth, an eye, a hand, and a leg. He is also stopped by a metropolitan newspaperman who wants to present his adventures as a book and finally sign him. "I told the Secretary of Commerce...

The 1980 One Award-winning who does Hurley magnificently and memorably stepped in and to me was once type-bold characters using simple people, music, class, genre, voice change, period language and real dialogue. In 1986 Hurley starred in the film "Cool Million," directed by TAYLOR MOON, as a young man who is taken in by a gang of thieves and forced to lead a life of crime. An American flag, "power, hope and profit" symbolized the hero's creation, Hurley, who was, a member of the United States. As one point Hurley cleverly manipulates a landmark as far as words about the young, skillfully marketing a group of America's young people to join the gang.

With back to back to back, Hurley who brings his honesty to each scene a world. Being leader of the National Revolutionary Party, he becomes the American middle class, telling them to "engage the nation of sins." His audience is represented by a flag, a hat hanging on string.

Hurley's ability to make each of the choices another into a carefully constructed"We welcome the new man who had the agriculture eight audience on the edge of their seats. Their interpretation, instantaneous expression centered to this.

A solo perform, Hurley is basically a storyteller. In his work, he manages to have his story between the narrative tradition and the performance tradition.

"I am trying to define for myself a new storywriting," a form of theater that can uniquely my own."

a performance artist from New York, Dan Hurley is presently. Visiting Writer and Lecturer at Bowdoin College. In 1986, he was a recipient of the New York Foundation for the Arts "Under 40" Grant. That same year, the Boston Phoenix named his performance "cool.

Dan Hurley's "A Cool Million," was performed Friday and Saturday, Sept. 8 and 26, in the Pickard Theater at Bowdoin College.

Harry Tom would be arrested with a cost $300 fine.
REAL PUZZLE

T-leaves

Eleven Teland subportes are askew and one hidden in the cup below. List them below, if you can.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.

Can you solve the Real Puzzle? There is a $25 gift certificate from Lola's for the first prize winner. The second prize winner receives a $15 gift certificate from Lola's Kitchen. Drawings are done at random. Contests are designed to win more than one prize in a single column. One entry is allowed per person per week.

ENTERTAINMENT WEEKLY

Sports Quotes of the Week

The Benjamin Award for October easily goes to Jim Graham, newly appointed University of Maryland coach. Graham has a history of success at Duke, and he's taking over a program that's struggling to win. He's off to a great start and deserves the recognition.

Big Time Baseball Cards

The Putts over at the batting cage are asking for a $15 gift certificate from Lola's Kitchen. Send your best guesses to:

Real Puzzles #40
Casco Bay Weekly
330 Clark Street
Portland, Maine 04101

Solution to Real Puzzles #39
The use of figures to convey ideas is called ideography.

The puzzle—a simple substitution cipher using the usual alphabet—read:

Dactylographically Speaking, It is Considered to Talk With Your Hands Full.

This week, Kathleen Taylor of Freeport can speak her hands full at Allena's, Linda J. Doughty of Portland can ask her washers at Lola's to explain Real Puzzles #40.

SPORT

Ski Racing

The Tour de France is a 2,000-mile race around France that takes place in July. Participants cycle non-stop for about 21 days, covering distances of up to 1,500 miles per day. The race is divided into stages, with the winner of each stage gaining time on the overall leader. The winner of the Tour is the cyclist who finishes the race with the least total time. The race is famous for its grueling climbs and dangerous descents, as well as its stunning scenery and historic start and finish cities.

OUTSIDE

The Casco Bay Stepdown Club has the following events planned:

- Sunday, Oct 12: Happy Valley at the Portland Opera House, 7:30 pm
- Monday, Oct 13: Casco Bay at the Portland Civic Center, 8 pm
- Tuesday, Oct 14: The Eagles at the Portland Armory, 8 pm

For more information, contact the club at 772-9000.

What Shiner Golden Advertisement

The Shiner Golden advertisement features a man with a beard and a mustache, holding a glass of beer. The man is wearing a blue shirt and has a confident expression. The ad promotes the beer as a refreshing and flavorful beverage.

Behind the Scenes of the Golden Advertisement

The Golden Advertisement was shot in a studio with a professional photographer and a team of stylists. The man featured in the ad was chosen for his resemblance to the typical beer drinker. The photographer directed the man to maintain a certain expression and pose to convey the brand's identity.

The Golden Advertisement

The Golden Advertisement was created to differentiate the beer from competitors and to appeal to the target audience. The ad uses visual elements such as the man's facial features and pose to convey the beer's unique qualities.
SAYABU is the Japanese restaurant from the creators of Sushi Sasabun. For reservations call 871-6969. 

The Gathering Catl.

For information, please call 871-7767.

CIRCLE OF MEN

Fall Gathering October 31, 1989

Lewiston, Maine

The Circle of Men area is dedicated to the promotion of gay rights in Maine. The Fall Gathering is an opportunity for Circle of Men members to visit each other. Call 207-430-0572 for more information.

POLLUTY REALIZATION CERTIFICATION PROGRAM

Bangor, Maine

207-732-9864

Available group on Tenancy. Call 207-736-7657 for more information.

LEARNING FROM ANXIETY: A Six Week Exploration of the Inner Self and Its Impact on Your Life


COHESIVE THE COMPLETE BUDGET SYSTEM is a thrust for making your financial situation as stress free as possible. Take a self-assessment test and will help you determine possible financial outcomes. Call 207-772-9929.

CF HEARTS. 770-4507

looking for an office or practical application regarding your current finances? Call Regime at 770-9191.

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