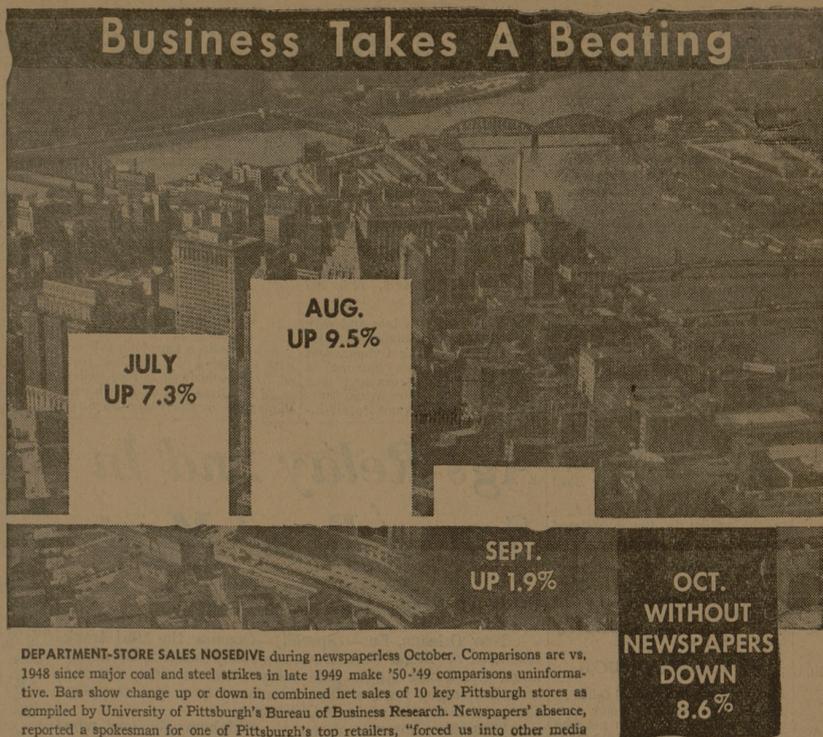


What happens when NEWSPAPERS *don't* hit town?



DEPARTMENT-STORE SALES NOSEDIVE during newspaperless October. Comparisons are vs. 1948 since major coal and steel strikes in late 1949 make '50-'49 comparisons uninformative. Bars show change up or down in combined net sales of 10 key Pittsburgh stores as compiled by University of Pittsburgh's Bureau of Business Research. Newspapers' absence, reported a spokesman for one of Pittsburgh's top retailers, "forced us into other media which haven't come within miles of justifying their cost in terms of results."

It's an experience few cities ever face. But from Oct. 2 through Nov. 17, the 1,000,000-odd people of the Pittsburgh area endured seven newspaperless weeks.

"Lack of newspapers created a terrible vacancy in my life," one woman summed it up. In a thousand different ways, close to a million Pittsburghers echoed her testimony to the value of their strike-bound daily newspapers.

People tried other ways of getting the news. Business tried other kinds of advertising. But all the substitutes were

found wanting. Nothing could take the place of newspapers.

Department-store sales lagged, despite all-out emergency promotion efforts. Scores of other downtown stores — advertisers and non-advertisers alike — felt the loss of the mass traffic-building power of daily newspaper advertising. Football games, theaters, night clubs saw boxoffice hopes go glimmering. Real estate men waited for prospects who never came. Men sought jobs and jobs sought men with little luck: there were no classified ads to bring the right man and the

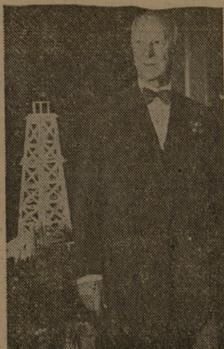
right job together. Business, big and small, took a beating.

National advertisers with big campaigns afoot found no practical alternative for the newspaper ads they'd scheduled. Promotion after promotion was canceled or postponed till newspapers hit town again.

Pittsburgh's experience proves once again that a city without its newspapers is a city in the dark. With its newspapers, our city or any other possesses an informative force and a business-building power for which no substitute exists.



"MY BROTHER'S IN SERVICE IN KOREA, and I miss the story of what's happening over there," says Mrs. Gloria Fabiano, shown with her son Casey, 3 1/2. "I just can't get it anywhere but in the papers." Here at home, she adds, "somehow I'm buying only bare necessities, because there are no ads to tell me where the bargains are."



"TAMED OILMAN MIKE L. BENEDUM echoes Pittsburghers' unvarying rebuke: 'Here in Pittsburgh, we didn't realize the newspaper's indispensability until publication of our dailies was suspended.'"



"WHEN SOMETHING'S REAL VALUABLE, you never know till you're without it how much you can miss it," says Mrs. Henry Eltringham. "Without newspaper ads, I've done far less shopping, too."



AD DIRECTOR FRANKLIN BELL of Pittsburgh's H. J. Heinz Co.: "Absence of newspapers left an unfillable gap in our individual and community lives. As a national advertiser, I know, too, that newspapers' absence has been an irreparable loss to Pittsburgh business."



FOOD EXECUTIVE GLENN KNICKERBOCKER, of Kroger: "No paper here should have any trouble selling space after this. For us, radio doesn't do the job, nor TV. I say if you want to prove newspapers' value, just do without them."



MAYOR DAVID L. LAWRENCE speaks for all Pittsburgh: "The newspaperless city is deeply hurt by people's inability to get the news accurately and fully. Their effectiveness as citizens is restricted. Our loss is seriously real. No news is really the worst news we can have."



"I NEVER KNEW I COULD MISS a paper so much," testifies Traffic Officer Ted Walters. More than 9 of 10 Pittsburghers surveyed during the strike declared newspapers more important to them than ever before.



"WE'RE LOST WITHOUT OUR PAPERS," says Mechanic Thomas Abbott, of Gulf Oil. "I want lots of detail—more than I can get anywhere else. Everybody I know is complaining." 85% of citizens surveyed found themselves without "as much information as newspapers give."



PITT CO-EDS MISS WAR NEWS "most of all," says Clare Starrett (left), whose boy friend is in Korea, as is Mrs. John A. Woodside's husband. But local news ranked far and away as the most-missed service of newspapers during the Pittsburgh strike, survey conducted by Ketchum, MacLeod & Grove Inc. showed.



DRIVE 65 MILES TO GET THE PAPER. "It was just like losing an old friend," says Construction Foreman John Boris. "I missed the papers so much I drove to Wheeling to get a paper to read. I'm a guy who reads his papers several hours every night."



DRUG BUSINESS GETS DOUBLE SETBACK, avers Rand-Retail chain's General Manager H. L. Gefsky: "With no newspaper ads, sales of heavily promoted items dropped to nil. Less traffic downtown hit us hard, too."



UMBRELLA KING SAM COHEN ("biggest umbrella store in U. S.") symbolizes bad luck from no newspaper ads. "70% of my business comes from newspaper advertising," he says. "Without it, we just could not continue to do business."



FOOD BROKER NORMAN FLANAGAN points to food product hard hit by lack of newspaper advertising. "It had a critical effect on many plans," he says. "We've lacked the support of the most important medium both our customers and our manufacturers have."



25-YEAR HABIT HARD TO BREAK. "You sure miss the newspapers when they've been a habit for 25 years," says Taxi Driver Arthur J. Parry. "I miss the sports and war news and my wife misses the comics and the ads." All over Pittsburgh, shoppers testified that absence of newspaper ads robbed them of their No. 1 shopping guide.



COMMUNITY CHEST DRIVE FALTERS. R. Templeton Smith, fund chairman, had to extend 1950 drive period. "On the day newspapers resumed," he reports, "we should have had 95% of our goal, but we were under 75%. We lacked our chief publicity medium and also fuel to 10,000 campaign workers."

Like electricity or running water, newspapers are so much a part of life and living they're seldom fully appreciated except when absent. That's why Pittsburgh's experience has meaning for every citizen, every businessman. If you're in business, send for the documentary booklet on the Pittsburgh story, including its objective evaluation by the Ketchum, MacLeod & Grove advertising agency. Write to the Bureau of Advertising, 570 Lexington Ave., New York 22, or to this newspaper.

Bureau of Advertising

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION