

What can anyone say about a newspaper strike?

Stores and newspapers can't do without each other. We all knew it, but it took the costly New York strike to remind everybody all over again. • "The daily newspapers and retail stores are equally dependent upon each other for the success of their enterprises." • "The stores were not able to mount an effective fashion campaign without the daily newspapers." • "...it is essential to stimulate consumer interest through massive newspaper advertising or a generally depressing effect on sales will set in. The recent strike was aptly called 'a creeping disaster'." • "The downtown area of any major city is a unified shopping center whose prosperity depends upon the traffic-pulling power of big store advertising. When this advertising is not present, as in the recent strike, the entire area feels the effects." • "Without advertising, especially newspaper advertising, retail merchandising would be in a chaotic state." • "There is no substitute for the daily newspaper as the major medium for retail advertising."

Excerpts from a talk by Mr. Edward F. Engle,
the annual convention of the National Retail



Manager of the Sales Promotion Division, NRMA, at
Merchants Association in Hollywood, Florida, April 24th