

This full page advertisement appeared in the New York Times following the 114-day newspaper strike in that city. Because it expresses so completely and concisely the important role of the newspaper in the community, the PRESS-HERALD publishes it today in the public interest.

# Thoughts on a City Without Newspapers

We can now see, more clearly than ever before, how much we depend on the newspapers for mental sustenance, peace of mind and conversation, in addition to news.

The experience of New York City during the long weeks of the strike shows that it wasn't merely the inconvenience that hurt; it went much deeper than that.

Something had been taken from the established pattern of life and left pieces of frustration and darkness in its stead.

For years the newspaper had been right there when it was wanted, as welcome as a cup of coffee and as faithful as the rising and setting of the sun. Somehow you always expected it would be like that, no matter what the problems of news gathering or the weather.

Then suddenly one day it wasn't there.

## *No paper on the step*

You opened the door at home and it wasn't on the step. Nor at your favorite stand on the corner or at the station. Nor waiting on a handy pile for a quick grab on the way home.

"Oh, well," you said, "the strike will be over in a day or two. I'll make out by getting the news somehow."

But it wasn't over in a day or two.

Then you began to realize that the news did not seem quite the same over TV and radio, helpful as they tried to be. And you just couldn't get interested in that out-of-town paper. What you missed was the kinship of your own.

## *A stranger to the news*

More and more you had the feeling of being out of touch and alone. Things were going on, lots of things, big and little things, but you had so little part in them.

Where once the whole world was right there in a bundle in your hand, there was now a void.

Carry that far enough and psychologists will tell you that you could wind up biting the dog.

It was bad enough to be shut off from the news and the financial pages and the columnists. But how could the many loyal addicts live a full and happy life, and maintain good humor, without the comics!

All of this emphasizes the importance of the newspaper in the lives of the people.

There is something much more. A city without newspapers is an uninformed city without the means to combat those, from within and without, who might do us harm. We need a free, constant and unmanaged press for a free America.

Figures on the cost of the strike show what happens when the newspapers are shut down and there is a blackout of purchasing power as well as news.

The cost to newspapers in lost revenues and to employees in lost wages was over \$100,000,000.

Losses to retail stores were so staggering that they defy any exact figure. Estimates on the total over-all economic loss, which extended to almost every type of activity in the city, range from \$200,000,000 to as much as \$400,000,000.

## *The shopper feels the pinch*

The loss through the absence of advertising is not only to the merchants—and the manufacturers—but to the public.

For the newspaper is the buying guide that points the way to the best values and where they can be had. Countless readers look to it and depend on it regularly for their shopping information.

Each day the most desirable items in the stores are placed before you on the printed pages: the well-known and the just-out, the standard and the unique, the glamorous and that new pan for the kitchen, and the bargains to be had.

Something important is lost when they are not there to see.

**N·W·AYER & SON INC.**

Philadelphia, New York, Chicago, Detroit, Boston, San Francisco, Hollywood, Honolulu