

# Irate Stores Pull Ads Over Don't Buy Drive

By DENIS SHEAHAN

NEW YORK — The headline read: "If you don't buy the war don't buy anything."

In Boston, it was enough of an eye-catcher to cause waves of anguish in the executive offices of Sears, Roebuck and Jordan Marsh.

The headline was part of an advertising coupon which appeared last Thursday in the Boston Globe. The retailers saw the ad and the coupon asking the women of Boston to stage a one-day economic boycott of supermarkets and department stores.

To retaliate against the Globe, Sears, Roebuck and Jordan Marsh cancelled 17 pages of ads which had been scheduled to appear in Sunday's paper. The loss of revenue amounted to \$55,000, according to a Boston Globe official.

Advertising executives of the two stores contacted by telephone refused to talk to WWD over the weekend.

The ad was part of a nationwide effort by Women Strike for Peace, but it was uncertain whether other groups across the country tried anything similar.

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Today in New York City, about 100 women are scheduled to demonstrate outside Bloomingdale's at 59th Street and Lexington Avenue. It is part of a national move by women to make consumer power a force against the war.

In Boston, Jack Driscoll, assistant to the editor of the Globe, told WWD the paper's management issued a statement about the one quarter-page ad which triggered the retailers into canceling their ads.

"The Boston Globe accepts all legitimate advertising on public issues including Vietnam," the statement said.

Driscoll said when the ad came into the paper the advertising department realized there might be consequences.

"They knew it would make the advertisers mad," Driscoll said. "We're not too happy. But what the hell are you going to do? It's a preposterous move on their part."

The ad was not placed in the Herald Traveler, the other Boston newspaper.

The coupon said: "I pledge not to spend one penny on Monday June 21, 1971, the longest day of the year, the longest war in our history. I will join with the millions of women throughout the country who oppose our actions in Indochina (7 per cent Gallup Poll) and in a dramatic one-day economic shut down I will help demonstrate to the President and Congress just how important shopper power can be. We have written, prayed and marched. Maybe empty supermarkets and deserted shopping centers will finally make our point. This war must stop. In addition, I want to send one dollar to help defray the cost of this ad."

Below that, the ad said: "Please send this coupon without the dollar to: Voices of Women, care of the Peace Boutique, 811 Washington Street, Newtonville, Mass."

At the bottom of the ad in bold letter: "Don't Shop June 21."

## Not Their Purpose

Mrs. Miriam Vayle, a housewife who coordinated the ad in the Boston area said the June 21 boycott was the outgrowth of a movement by Mrs. Virginia Warner Ann Arbor, Mich., the mother of a prisoner of war in Vietnam.

Mrs. Vayle said her group was one of many across the nation. When informed by WWD that Sears and Jordan Marsh had canceled 17 pages of ads she expressed sorrow and shock.

"I'm really sorry for the Globe," she said. "Our purpose was not to put anyone out of business."