

The wonderful world of Womens wear daily



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"Nothing has changed more in the past few decades than those things that influence American Life. [We live in] a world of ever-increasing and ever-complicated influences. A topsy-turvy world ajumble with color TV, chattering computers, Pill-popping promiscuity, and a world that Grandma would not only fail to recognize but would probably drop dead in. Given all those high-octane influences competing for our

attention, it is strange indeed to stumble upon a newspaper with a highly selective nationwide circulation of only 85,000 that packs any sort of wallop other than when it hits the bottom of the trash bin wrapped snugly around the day's garbage. Women's Wear Daily is no general release movie, no prime-time television program, no household word.., but even its detractors admit they cannot do without their daily dose of WWD, for to most, WWD is like a dangerous drug: mild at first, but steadily more demanding.

"Who could believe a newspaper that forces readers to wade through a forest of zipper ads, personnel changes in Texas department stores, and death notices for upstanding but obscure

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