

Merchants Realize Need of Newspaper Advertising

Washington, Feb. 27.—Despite prospective merchandise shortages, the American housewife is likely to find the usual large volume of department store advertising in her favorite newspaper during 1943, the commerce department reported today.

A sampling survey made by field officers in principal cities, the department said, indicates "a keen appreciation on the part of store owners and managers of the importance and value of newspaper advertising, especially in the war emergency, not only to the store but to its patrons."

Most stores, the department said, plan to keep their advertising poli-

cies flexible in order to facilitate adjustment to changing conditions. Some indicated their newspaper volume would be limited only by the availability of the tools of the trade—merchandise to sell, newsprint paper and other materials that enter into advertising.

"Some large stores," the department reported, "expect to continue newspaper advertising at the 1942 level. Eight, including one large chain, report an increase in their advertising. Others find it necessary to retrench somewhat as sales volume drops in order to maintain a traditional relationship between sales volume and advertising."

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