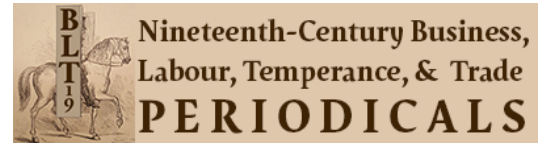


ACTIVITY 1: What is a Trade Journal?



In this lesson you will:

- Read through excerpts from nonfiction texts and answer questions;
- Assemble information about trade periodicals in general, their content, and the *Stationery Trade Review*;
- Think about the *Stationery Trade Review*'s intended audience (an ideal reader that a publication seeks to attract);

About the *Stationery Trade Review*:

The *Stationery Trade Review* was an Edinburgh-based trade¹ journal² launched in January 1881 to provide stationers with the latest news about the trade and new product developments because, "**Fancy Stationery must be had piping hot, or it is not worth having at all**" (*STR* 1 [3 Jan 1881]: 1). Advertising was an important feature of the publication, not only because it generated income, but also because it helped inform members of the stationery trade about the latest products and innovations.

What else can you learn about the *Stationery Trade Review*, its readers, and trade journals in general from the following texts?

Instructions:

- Each group should read through their assigned text(s) and answer the questions that follow.
- Be prepared to share your answers with the whole class.
- Circle or highlight important phrases so you can point them out during the group discussion.

About BLT19

BLT19 (Nineteenth-Century Business, Labour, Temperance, & Trade Periodicals) is a University of Greenwich pilot project aimed at encouraging students and educators to access and engage with digitised nineteenth-century periodicals. BLT19 materials for educators are available at www.blt19.org. Questions about the project or teaching materials can be directed to blt19@blt19.org.

¹ **trade**. *n.* According to the *Oxford English Dictionary*, a trade is "[a]n occupation or profession, and related senses. In early use: any regular occupation, profession, or business, esp. when undertaken as a means of making one's living or earning money. In later use usually: an occupation involving manual labour or the buying and selling of goods, e.g., that of a craftsman or shopkeeper, as distinct from a learned profession; *spec.* a skilled manual occupation, esp. one requiring an apprenticeship or other training, as that of a builder, plumber, electrician, etc." ("trade, *n.* and *adv.*". OED Online. March 2016. Oxford University Press. <http://www.oed.com/view/Entry/204274?rskey=JvwPTs&result=1&isAdvanced=false> [accessed April 26, 2016]).

² **journal**. *n.* According to the *Oxford English Dictionary*, a "journal" is a "daily newspaper or other publication; hence, by extension, any periodical publication containing news or dealing with matters of current interest in any particular sphere" ("journal, *adj.* and *n.*". OED Online. March 2016. Oxford University Press. <http://www.oed.com/view/Entry/101731?rskey=lei3s1&result=1&isAdvanced=false> [accessed April 26, 2016]).

Reading 1: Who would read the “Stationery Trade Review”?

Stationery Trade Review No. 1 (3 Jan 1881): 1-2.

THE
STATIONERY TRADE REVIEW
DEVOTED TO THE INTERESTS OF THE
STATIONERY, LEATHER, AND
FANCY GOODS TRADES

No. 1

EDINBURGH, 3RD JANUARY

1881

It may seem rash to start another Journal dedicated to the interests of the Stationery and Fancy Goods³ Trades, while there are so many well-conducted journals already in the field. Our principal reason for doing so is, that all these journals, without exception, are conducted, printed, and published in the metropolis. With all due deference to London journalism, we think that, as a rule, it is too much guided by London opinion, and dedicated too much to London interests. On looking over the pages of the journals conducted with the various branches of the Paper Trade, one is struck with the fact that London manufacturers, or Provincial⁴ and foreign manufacturers having agencies in London, nearly monopolise the notices and advertisements. A notable exception is *The British and Colonial Printer and Stationer*, the spirited proprietor of which has earned the thanks of the Provincial Printing Trade.

Our aim will be to bring under the notice of Stationers and Fancy Goods dealers throughout the North of England, Scotland, and Ireland, new lines of goods suitable for the Trade, and give expression to their wants and interests. In these times of keen competition, when the common enemy in the form of the Draper,⁵ is continually cutting into the Trade on all sides, it will be our duty to assist in exposing those traders who systematically sell Stationery goods to Drapers, or any one from whom they can get an order.

We hope to have correspondents in every town where this journal circulates, so that we may be able to keep our subscribers posted up in all matters of Trade interest occurring throughout the country.

Provincial Stationers cannot now afford to wait three or four months for novelties until the traveller carrying the particular line of goods makes his usual call. Fancy Stationery must be had piping hot, or it is not worth having at all. It is no exaggeration to say that seventy-five per cent of the unsaleable stock which burdens the shelves and fills the cellar is composed of fancy goods. The principal reason why they ‘hung fire’⁶ was that they were bought when the excitement for them was nearly over. Fancy goods may be made a very profitable branch of a Stationer’s business, *provided it is well looked after*. Notepaper and envelopes, &c., can look after themselves—if not sold one season, they will sell the next; but the Fancy Goods Department of a business ought to have the lion’s share of the principal or manager’s attention.

³ **fancy goods.** *n.* According to *Waggoner’s Practical Trade Hints for the Book, Stationery, and Fancy Goods Trade*, the following are some of the “more attractive and saleable lines” of fancy goods: photograph albums, autograph albums, ornamental frames for pictures, pocket-books and wallets, leather or canvas portfolios, card cases, blotting-pads for desks, writing desks, inkstands, cigar boxes, stamp boxes, glove boxes, brushes (hair, tooth, finger, nail), nail files, scissors, mirrors, perfume bottles, coin purses, fans, parasols, flasks, game boards and accessories, playing cards, calendars, paper weights, trays, napkins, and “seasonable goods” (“A Stock of Fancy Goods.” *Waggoner’s Practical Trade Hints for the Book, Stationery, and Fancy Goods Trade*. Chicago: J. Fred Waggoner, 1881. 11-13).

⁴ **provincial.** *adj. and n.* According to the *Oxford English Dictionary*, something is provincial if it is “of or relating to a province or the provinces, as distinguished from the capital or chief seat of government; situated in the provinces; local or regional as opposed to national.” When used with “the” it means the “parts of the country outside of the capital or chief seat of government” (“province, *n.*” OED Online. March 2016. Oxford University Press. <http://www.oed.com/view/Entry/153460> [accessed April 26, 2016]).

⁵ **draper.** *n.* According to the *Oxford English Dictionary*, a draper is a “dealer in cloth, and now by extension, in other articles of textile manufacture: often qualified as *woollen draper, linen draper* (“draper, *n.*” OED Online. March 2016. Oxford University Press. <http://www.oed.com/view/Entry/57504?rskey=5ntDw4&result=1&isAdvanced=false> [accessed April 26, 2016]).

⁶ **hung fire/hang fire.** According to the *Oxford English Dictionary*, to “hang fire” is “to be slow in communicating the fire through the vent to the charge; (hence) *figurative* to hesitate or be slow in acting (“hang, *v.*” OED Online. March 2016. Oxford University Press. <http://www.oed.com/view/Entry/83964?redirectedFrom=hung+fire> [accessed April 26, 2016]).

We shall be glad at all times to receive samples of novelties from the manufacturers or importers, and give them an impartial criticism.

The Subscription Price for One Year, *Post Free*, is TWO SHILLINGS AND SIXPENCE, and we hope to be able to intimate in the next number that we have obtained a large number of Half-Crowns. *Depend upon it, you will get the worth of your money.*

READING 1 QUESTIONS

1. Who would read the *Stationery Trade Review*? What evidence can you find in the article to prove WHO and WHERE the publication's readers are? CIRCLE/Highlight any words or phrases that identify potential readers.
2. Does the *Stationery Trade Review* compete against any other publications? What publications? How does the *Stationery Trade Review* try to make itself different/unique?
3. What kind of content would you expect to see in each issue of the *Stationery Trade Review*? How do you know?

Reading 2: How (and why) does the Stationery Trade Review change after its first year of publication? *Stationery Trade Review* No. 13 (2 Jan 1882): 1-2.

THE
STATIONERY TRADE REVIEW
 DEVOTED TO THE INTERESTS OF THE
Stationery, Leather, & fancy Goods Trades

INDEX TO ADVERTISERS		
Artistic Stationery Co., Limited, London.....cover 1 & 3	Commercial Printing & Co., Edinburgh.....25	Johnston, W. & A. K., Edinburgh.....31
Banks & Co., Edinburgh.....25	Davidson, C., & Sons, Limited., Aberdeen.....31	Nimmo, W.P., & Co., Glasgow.....40
Burns, Crawford, & Co., Glasgow...29	Directory of Manufacturers.....34	Ormiston & Glass, Edinburgh.....33
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Cameron, Scott, & Co., Glasgow....40	Gazette, The.....32	<i>Stationery Trade Review</i>27
		Tuck, Raphael, & Sons, London.....35
No. 13	EDINBURGH, 2ND JANUARY	1882

In beginning the second volume of the *Stationery Trade Review*, we take the opportunity of thanking of friends for the support given us during the past year. In starting a new journal of this kind out of London, we were aware of the many risks of failure which we ran. Several had made the attempt before and had not succeeded, so that it was quite natural for the wiseacres in the Trade to shake their heads and say, “We will give it twelve months.”

Whether rightly or wrongly, London has come to be considered the centre of intelligence for the whole country, and anything published out of it is considered in more senses than one—Provincial. In our opening number last year, we find the following introductory remarks, which still hold good:--

“With all due deference to London journalism, we think that, as a rule, it is too much guided by London Opinion, and dedicated too much to London interests. On looking over pages of the journals connected with the various branches of the Paper Trade, one is struck with the fact that London manufacturers, or Provincial and Foreign manufacturers having agencies in London, nearly monopolise the notices and advertisements.

“Our aim will be to bring under the notice of Stationers and Fancy Goods⁷ dealers throughout the North of England, Scotland, and Ireland, new lines of goods suitable for the Trade, and give expression to their wants and interests.”

We are happy to say that our efforts in this direction have been appreciated. In every town from John o’Groat’s, to a line drawn between the Mersey and the Humber, and also throughout Ireland, we have subscribers. The *S.T.R.* has been appreciated wherever it has circulated, and many kind letters have been sent us trusting that it will be continued.

As will be noticed from our present issue, the size of the *Review* has been considerably enlarged. Although the former size was a very handy one, still it did not afford sufficient display for advertisements and notices, which are a very important feature in any Trade journal.

It will now be published every alternate month, and will thus afford more time to the editor and contributors for writing of original articles on Trade subjects.

Last year the *S.T.R.* was occasionally sent out gratuitously to the leading members of the Provincial trade, but this practice will now be entirely stopped. The price has been reduced to One Shilling and Sixpence per annum, post free—one-third of which sum is required for postage. At this merely nominal price, we trust to have a subscription list exceeding that of any other journal

⁷ **fancy goods.** *n.* According to *Waggoner’s Practical Trade Hints for the Book, Stationery, and Fancy Goods Trade*, the following are some of the “more attractive and saleable lines” of fancy goods: photograph albums, autograph albums, ornamental frames for pictures, pocket-books and wallets, leather or canvas portfolios, card cases, blotting-pads for desks, writing desks, inkstands, cigar boxes, stamp boxes, glove boxes, brushes (hair, tooth, finger, nail), nail files, scissors, mirrors, perfume bottles, coin purses, fans, parasols, flasks, game boards and accessories, playing cards, calendars, paper weights, trays, napkins, and “seasonable goods” (“A Stock of Fancy Goods.” *Waggoner’s Practical Trade Hints for the Book, Stationery, and Fancy Goods Trade*. Chicago: J. Fred Waggoner, 1881. 11-13).

in the trade. Subscription forms are enclosed, which the publishers will feel obliged by having filled up and returned to them as early as possible.

READING 2 QUESTIONS

1. How does the *Stationery Trade Review* change after its first year of publication? CIRCLE/Highlight any words that indicate changes. What are they, and why do you think the changes have been made?
2. The publishers were distributing free copies of the *Stationery Trade Review* to “leading members of the Provincial trade.” Why were they doing this? Why might they stop sending out free copies?
3. Why are advertisers listed on the front page? Who does this list appeal to?

Reading 3: What is a Trade Journal? What do Trade Journals Contain?

Selections from "Trades' Journalism." In Henry Sell, *Sell's Dictionary of the World's Press and Advertisers Reference Book*. London: Sell's Advertising Agency (1888), 143-62.

TRADES' JOURNALISM

[...] The writer of this paper has found, through correspondence, that a well-known organ upon the Building Trades is a "professional"⁸ and not a trade⁹ Journal! What an excessively fine line of demarcation¹⁰ must assuredly be drawn somewhere or somehow!

The craving for news by an intelligent public is ably ministered to by our 'dailies' and 'weeklies,' who depend more upon an enormous circulation than a goodly list of advertisers for support; but in trades' journalism the whole aspect of the case is altered. The principal object of the commercial paper is to promote legitimate business; to bring certain classes of the public to a knowledge of the sources of their exact requirements, and to do this in a manner at once pleasant and effectual. Now-a-days the trade journalist must be a well cultured man..., and he must also be a 'man of business.' These qualities are rarely associated in the same individual; but it will be apparent, on inquiry, that every representative paper possesses in its proprietor, editors, and staff, the dual elements of success mentioned. There are, in the City of London alone, many remarkable men who devote their utmost efforts to the advancement of ideal trades' journalism; men who in their quiet unostentatious¹¹ way carry out the spirit as well as the letter of enterprise until it bursts into the refulgence¹² of magnificent light for their fellow beings. They are philanthropists;¹³ for, do they not most unquestionably contribute to the public weal...[...]

THE BOOKSELLER.—MR. JOSEPH WHITAKER, F.S.A., whose name is familiar to every literary man throughout the civilised world, as the founder and editor of *Whitaker's Almanack*, in the days when he was the editor of the old *Gentleman's Magazine*, experienced great difficulty in obtaining information concerning the new books of the month which he required in connection with his then editorial duties. This it was which led him to conceive the idea of a publication which should embrace a comprehensive register of the current literature of the day, and thus facilitate to a marked degree the labours of his fellow workers in the 'world of letters.' It thus happened that in January 1858, *The Bookseller* made its appearance; and, although literary and domestic class journals had existed for fully a generation prior to that date, the first number of *The Bookseller* may claim with justice to be one of the parents of the modern Trade Journalism, for it comprised within itself all the germs of what has since developed into the typical trade journal of to-day. Trade news, the reconstruction of firms, obituary notices of the leaders in the book business, legal matters, bankruptcies, items of general interest, editorial gossip and literary intelligence, formed

⁸ **profession.** *n.* According to the *Oxford English Dictionary*, a profession is "[a]n occupation in which a professed knowledge of some subject, field, or science is applied; a vocation or career, especially one that involves prolonged training and a formal qualification. Also occasionally as mass noun: occupations of this kind. In early use applied specifically to the professions of law, the Church, and medicine, and sometimes extended also to the military profession" ("profession, n.". OED Online. March 2016. Oxford University Press. <http://www.oed.com/view/Entry/152052?redirectedFrom=profession%5C> [accessed April 26, 2016]).

⁹ **trade.** *n.* According to the *Oxford English Dictionary*, a trade is "[a]n occupation or profession, and related senses. In early use: any regular occupation, profession, or business, esp. when undertaken as a means of making one's living or earning money. In later use usually: an occupation involving manual labour or the buying and selling of goods, e.g., that of a craftsman or shopkeeper, as distinct from a learned profession; *spec.* a skilled manual occupation, esp. one requiring an apprenticeship or other training, as that of a builder, plumber, electrician, etc." ("trade, n. and adv.". OED Online. March 2016. Oxford University Press. <http://www.oed.com/view/Entry/204274?rskey=JvwPTs&result=1&isAdvanced=false> [accessed April 26, 2016]).

¹⁰ **demarcation.** *n.* According to the *Oxford English Dictionary*, demarcation is the "action of marking the boundary or limits of something, or of marking it off from something else; delimitation; separation. Usually in phrase "line of demarcation" ("demarcation, n.". OED Online. March 2016. Oxford University Press. <http://www.oed.com/view/Entry/49595?redirectedFrom=demarcation> [accessed April 26, 2016]).

¹¹ **unostentatious.** *adj.* According to the *Oxford English Dictionary*, something "unostentatious" is "modest, retrained, or understated in manner and style" ("unostentatious, adj.". OED Online. March 2016. Oxford University Press. <http://www.oed.com/view/Entry/215938?redirectedFrom=unostentatious> [accessed April 26, 2016]).

¹² **refulgence.** *n.* According to the *Oxford English Dictionary*, "refulgence" means "brilliance, radiance, lustrousness; splendour, glory" ("refulgence, n.". OED Online. March 2016. Oxford University Press. <http://www.oed.com/view/Entry/161126?redirectedFrom=refulgence> [accessed April 26, 2016]).

¹³ **philanthropist.** *n.* According to the *Oxford English Dictionary*, a "philanthropist" is a "benefactor of humankind; one who behaves benevolently towards others" ("philanthropist, n.". OED Online. March 2016. Oxford University Press. <http://www.oed.com/view/Entry/142404?redirectedFrom=philanthropist> [accessed April 26, 2016]).

the substance of its contents, much as they at present do in the various representative papers devoted to the promotion of special lines of commerce. [...]

THE GROCER, AND OIL TRADE REVIEW, was established in the year 1861, by its present proprietor Mr. W. Reed, to whose vigorous management it may be said to owe its financial prosperity, no less than to the efficient direction of its able staff of departmental editors. The editor-in-chief, Mr. H.G. Harper...is perhaps one of the most active trade journalists in the world. He commenced his career at the age of sixteen years in the capacity of junior reporter in a country daily; but was soon called upon to undertake the more responsible duties of a special reporter on the staff of *The Grocer* in 1869. By degrees, his aptitude for the work marked him out for the more important offices of sub-editor and editor. Mr. Harper is also the conductor of another flourishing trade journal, *The Tobacco Trade Review*, and his name is familiar to the readers of *The Brewer's Journal* and *The Wine Trade Review*, to the pages of both of which he has long been a valued contributor.

[...]

We had occasion to inquire of a railway labourer who had saved a few pounds wherewith to start a small 'general stores' in his front parlour, and who very soon succeeded in getting together a small grocery business...where he managed to 'pick up' his knowledge of the trade. His straightforward reply came:-- simply by studying *The Grocer*. ... now the impassable barrier to progress has been removed, and many a person of ordinary intelligence can look back upon his past career and trace his success to the powerful influences of the trade journal.

READING 3 QUESTIONS

1. What is a trade journal, and what do trade journals contain? Does the article give you a sense of who reads trade publications? What is the difference between trade journalism and newspaper journalism?
2. List the kinds of content can be found in trade journals like the *Bookseller* and the *Grocer*?
3. The author points to an example where a publication with the word "Trade" in its title wanted to be called a "professional" journal. Why might businesses want to be considered professions instead of trades? Do the categories matter?