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The Trade Journal

Its place in the Business of

THE SUBSCRIBER

The retailer must keep in touch with what other merchants in his line of business are doing to capture trade and to conduct their stores intelligibly, and the only way of doing so, is to read the trade paper specially devoted to his line of endeavor. That is why practically all merchants make a close study of the trade press.

THE ADVERTISER

A subscriber to a trade paper naturally expects to find therein the advertisements of houses which cater to such business as the subscriber represents. In fact the trade journal is the one medium, manufacturers cannot afford to omit, because it precedes the salesmen and makes nations' distribution easier.

Extracts from "Publicity" for February, Nineteen Sixteen.