

WALL PAPER AND DECORATIONS (Continued)

hanging each length of paper immediately after pasting. Otherwise, it will be found almost impossible to match the breadths of paper, a thing absolutely necessary in a varnished tile paper.

When the bath room walls have been treated, either with a varnished tile paper or with stenciled tiles, artistic harmony almost necessitates that the woodwork of the doors, windows and baseboards should be finished with enamel, either in white or in the same color as the background of the wall. Some of the prepared enamel finishes are specially intended for bath rooms, and will stand a great amount of steam or water that condenses on the wall, and should be used in preference to the old fashioned china gloss in which the last coat is damar varnish, which softens by heat, and would hardly stand the usage in a bath room.—
Painting and Decorating.

HANDLING WALL PAPER BY ELECTRICITY.

It will be generally admitted that electricity is the coming motive power, and it is only a question of time when all our rail-

roads will be operated by electricity for carrying both freight and passengers—freight is already being handled over electric roads in many localities. The first shipment from Montreal over an electric road was two cars of wall paper from the Watson-Foster Co.'s warehouse, on Ontario street east, consigned to New York dealers. The cars were loaded in the company's shipping room, and drawn thence, by an electric locomotive, over the tracks of the Montreal Belt Line, which connects with the C.P.R. and N.Y.C.

Raw paper from the mills is received in the same manner, which means a saving in both handling and cartage.

A SATISFACTORY TRIBUTE.

Many complimentary letters have been received from their customers by M. Staunton & Co., on the splendid way their orders have been filled, and on the satisfactory condition of the goods on arrival, claiming that they are better printed and better rolled than ever before. They also

report that the papers made by this house are proving ready sellers.

DOES IT PAY?

Wall paper dealers, who do a business ranging from the medium and higher grades of blanks and flats (no two-and-a-half cent trash) to the best grades of raised and pressed goods, often curtail their profits and do themselves and the manufacturers an injustice, no doubt unwittingly, by setting the retail prices of these highest grades of goods too high. They very properly double or treble the cost price of blanks, flats and gilts, in fixing the selling price, because, in the first place, the goods are cheap enough to the retail customer, and in the second place, because the dealer makes but a few cents a roll even by putting on a profit of 200 per cent. But when it comes to pressed or raised goods, costing the dealer from 50 cents a roll up, if he attempts to get a similar ratio of profit he often fails to make the sale, and the would-be purchaser falls back on a cheaper grade of goods, or puts off purchasing altogether, "till times get better." It takes just as much time for the



YOUR STOCK OF

Wall Paper

for next Spring will not be complete without some of **Our New Patterns**—the more of them the better, for they will sell quickly and bring you a good profit. ❧ ❧ ❧ ❧ ❧ ❧

.... WRITE US—We will arrange to show you **SAMPLES**.

M. Staunton & Co.

Manufacturers

....TORONTO