

WALL PAPER AND DECORATIONS.

LETTER NO. 3.

HINTS ON WALL PAPER ADVERTISING FOR WIDE AWAKE DEALERS.

THIS is not written with the pretension of convincing our friends of the importance of advertising as a "money-getter," but with a view of tendering all possible assistance to those who have not sufficient time at their disposal to devote to this important detail of their business, which requires a special training.

There is not another branch of trade which can furnish a better theme for advertising than the wall paper business, for it possesses distinctive features of its own, with an unlimited field for ideas and reasoning—there are so many things in connection with a wall paper pattern that lend themselves to attractive descriptions and suggestions, namely: The artistic merit of its design, coloring, and workmanship in general, variety of assortment, ample opportunity for choice, let alone the question of price, which, after all, should only be a secondary consideration, since the article principally appeals to the artistic and luxurious taste of the public.

There are many media by which you can reach the people you want to do business with, but none so desirable and effective as a local paper, where such is available. For such purpose, we offer some sample advertisements, which may be adapted to suit one's own special needs:

HANGING WALL PAPER

is our life's work. We don't hang all the wall paper that is hung here, but we do hang a good deal of it, and the very best of it. We hang it for reasonable prices. Come and see our immense stock of patterns, etc.

THE MOST EXACT WORK OF THE BEST MECHANIC

is not more than equalled by the care we expend in our paper-hanging. We are artistic and reasonable. We would be glad to give you our figures on the work you wish done. No job too small for us; none too large, etc.

A ROLL OF PAPER IS NOT MUCH,

but properly chosen and properly hung rolls of paper may make a room look perfection. You will be pleased to see our . . . patterns. We display them advantageously, and are delighted to talk papering with you, etc.

PAPERS TO SUIT EXACTING CRITICS.

It takes a stock such as ours to suit a particular customer. Our particular papers are the most delicate to be found. We make the best decoration possible in your home. We give you pleasure in the wall paper you buy, and pleasure in the improvement to your rooms, etc.

SUITING YOUR TASTE.

No time like the present for wall paper. The most elaborate patterns, the most desirable quality, and the price is low. Of course, an embossed or an ingrain paper costs more than a plain one, but the plain pocketbook can now afford more elaborate wall papers than ever before, etc.

GETTING TOO MUCH.

You must not expect to get too much for your money. When you sacrifice desirability to quantity you make a mistake. When you carry economy to a ridiculous extreme you are the sufferer. We have all grades of wall papers for all sorts of pocket books.

THE WATSON, FOSTER CO., LIMITED.

A DEALER'S ANNOUNCEMENT.

The Thomson Stationery Co., Limited, had a good advertisement in a recent issue of a Vancouver paper. It read as follows:

EXCLUSIVENESS

is, next to quality and value a feature of the stock of wall paper we offer you. This is, we think, the reason why we are selling so much of it this season. You can get from us something that you will not find everywhere you go; something that will harmonize with your carpets and furniture, and this is not to be overlooked in the selection of paper. We have opened a new lot of room mouldings in embossed designs, tinted to match our new Fall papers and picked out in gold, just the thing with a pretty paper border and ceiling to make a perfect room. Take off that varnished spruce moulding now on your room, replace it with one to match your wall, whether tinted or papered—the cost is a bagatelle as compared with the result.

This was a practical and well-expressed announcement, and must have brought business.

THE STAUNTON LINE.

The Staunton line of wall papers for Spring 1900 has met with phenomenal sale. The travellers' reports from all over show the biggest trade this house has ever done. Every design and every effect is selling liberally, and the trade are not backward in saying they believe it the most popular and will prove the best seller with most profit to the dealer of any line on the road. And the Staunton's have, from an artistic standpoint, handicapped the import trade so much that home-manufacture is going to have a bigger field than ever it had. This firm urge immediate selection on the part of

the trade, and say they will send a complete range of samples or a traveler to anyone desiring it—and are dating every bill sold from Spring.

THE NEW WALL PAPER FACTORY.

Colin McArthur & Co. have been progressing with their building operations, and the new wing presents a fine appearance with its three storeys and basement. A general office, private offices, sample-rooms, cutting shop, designing-room, and shipping department occupy the ground floor, the two upper flats being reserved for stock. The basement constitutes a store-room for goods ready to be shipped.

Mr. McArthur is at present visiting New York and other cities, and is procuring their new designs and colorings for next year. The great demand lately has been for ingrain papers with borders and ceilings to match, and a particularly nice line of these goods is presented. Orders generally are far in excess of last year.

The handsomest book catalogue which has yet been produced in Canada is that just issued by George N. Morang & Co., Limited, Toronto. It has a special design cover in colors, and a title page also in colors, while a number of full page illustrations, selected from a number of the books published by the firm, are scattered through its 50 pages. The catalogue is indexed and the contents classified, so that the dealer will find it as useful as it is artistic.

Some people have wondered why the London publishing firm of Methuen & Co. has not hitherto been represented by a Mr. Methuen. The firm was founded a dozen years ago by Mr. Algernon Methuen Marshall Stedman, and the second of his names was taken as a convenient designation for his publishing house. Mr. Stedman has now, it seems, changed his own style and designation to Mr. Algernon Marshall Stedman Methuen, so that in future there will actually be a Mr. Methuen at the head of the business.

"Old Trails on the Niagara Frontier," by Frank H. Severance, assistant editor of The Buffalo Express, is a work which will have considerable interest for Canadian readers. Mr. Severance is said to have the best collection of books in connection with this subject of any man living, having been an industrious collector for years. His book will deal with the Niagara district from the earliest times: The missionaries, the French occupancy, the "Patriot War," the underground railway, Niagara and the poets, etc. The volume will be handsomely produced, 321 pp., cloth \$2, and, as the edition is limited, the price is likely to advance. Mr. Severance is his own publisher.