

## WALL PAPER AND DECORATIONS.

### THE WALL PAPER TRADE.

**T**HE wholesale wall paper season has opened up with a rush, and manufacturers report very favorably for a good year's business. The patterns and colorings issued are certainly of unusual merit and will compare favorably with any foreign manufacture, whilst for requirements of Canadian trade they cannot be equalled.

The Watson, Foster Company, Limited, express themselves as especially gratified with the favorable impression which their interesting and extensive line has made wherever shown; and they report orders far in advance of previous seasons, although prices obtained are much more satisfactory than usual, which speaks eloquently for the ever-increasing popularity of their papers. It also demonstrates clearly that their efforts to supply the dealers with really good goods—that find a ready sale—have been responded to by the trade with their usual appreciation for novelties and up to date productions. Dealers, in general, are awakening to the necessity of being well supplied with all classes of paperhangings so as to be prepared to meet all comers in these days of diversity of taste and criticism.

If the axiom that "nothing succeeds like success" is to be applied in this instance, The Watson, Foster Company, Limited, will certainly have reasons to feel satisfied at the end of the season with the results obtained. The dealers who are studying their interests will, no doubt, not fail to see this company's aggregation of the most elaborate and neat designs and colorings which it has been given us to look at for many years. There is a good harvest in store this season for wall paper dealers who make a liberal and judicious choice of goods.

### TO VISITORS AT THE TORONTO FAIR.

J. H. Gallagher, W. H. Tyndale, R. N. Boxer, and T. Wilson, all representing The Watson, Foster Co., Limited, wall paper manufacturers, of Montreal, will be at the Queen's hotel, Toronto, during the Fair, and dealers who visit the Fair are cordially invited to call on them and inspect their interesting and profitable line of goods.

### SUGGESTIONS TO WALL PAPER DEALERS.

The special attention of our readers this month is called to an open letter from The Watson, Foster Co., Limited, of Montreal. This is one of a series of letters which they

have kindly offered to insert in the columns of *BOOKSELLER AND STATIONER*. They will embody various ideas and suggestions which cannot fail to be of interest and great utility to readers of this department. Owing to The Watson, Foster Co., Limited's long and wide experience in this line of business, the information they can furnish through our columns will undoubtedly be of invaluable help to the trade.

### LETTER NO. 1.

To Wall Paper Dealers and Decorators. —*BOOKSELLER AND STATIONER* has treated us lately to some highly interesting and educating articles relating to the wall paper industry, and we are all grateful for the valuable data furnished us. The history of wall paper has been given on several occasions, and the process of manufacture from ancient up to modern times has been described in a very concise and comprehensive manner. We, as manufacturers, have been able to appreciate this to its full extent, and a large number of the wall paper dealers have undoubtedly done likewise, but "the test of selfishness is not to forget ourselves—it is to remember others." A motto which we have always applied to our business. As *THE BOOKSELLER AND STATIONER* is largely circulated among wall paper dealers and decorators, and we know now how to make wall paper, we should think that a few suggestions and ideas that will help to handle it profitably are next in order. We are always willing to contribute our quota of useful knowledge when called upon to take the initiative—hence our offer to write up our ideas from time to time. This month we will confine ourselves to the utility of the travelers. As they are now swarming the country we think this is an opportune time to speak of them. We know that some dealers labor under delusive ideas regarding this class of humanity. Some think they are degenerating as a class. Others are of the opinion that they should be annihilated. No doubt there are being added to the ranks a vast number of inferior men, who not only lower the prestige of the "road," but the status of the firms they represent. They have too much assurance and too little knowledge of the goods they sell. Generally, to the customer they are formal, cold and unreal, and invariably fall flat, and towards their fellow travelers they are greater delinquents still. But, for all that, there never was a time in the history of the "profession" when

there were abler, keener and more courteous men on the road than to-day. The very keenness of competition necessitates the elevation of the standard to a very high point. For our part we keep our travelers at home during sampling time, and in this way they get acquainted with the line of goods we give them to sell, so that when they get out in the country they know whereof they talk.

As to their utility, this is how one of them puts it: "It is the drummer who makes the world go round." Suppose that the men who get out and persuade people to buy your goods did not go out. Your energetic efforts to produce good goods would be like the dews of the morning after the sun of 10 o'clock has been at work. The drummer sells the stuff. He sells it whether the man who buys it thinks he wants it or not. You hear men say that a good thing will sell itself. If that is the case, there never was a good thing. There never was a thing that did not need a drummer to sell it, and you know that the drummer is the typical business man of the country. Now, let a man get out a new thing. He has to start his man out to visit the jobbers, and put it in their hands to introduce it. It does not matter whether he puts it in the custody of his drummers or whether he visits the trade himself and gets it acquainted. It has to be done by carrying sample and showing it. And, when you have shown a merchant a good thing, you have to set to work and sell him a lot of the stuff, whether he wants it or not. You sell a merchant a lot of stuff that he never heard of, and fill him up with the idea of how to sell it to his customers, who never heard of it. The factory has something to do with the success of the business, of course. But *the factory can only pile the stuff together*; it is of no use to you, because you have a lot more like it. That's where the drummer comes in. He takes the thing out and turns it into money. He does not go and hand it over to the folks who want it. If he is selling locks, he hunts up a man who has been talking about putting a new lock on the barn door, and, before he is done, he sells the man hardware enough to build a new barn, and he has given to that neighborhood an example of improvement that leads others to follow the procession of progress.

If the drummer only sold the things people wanted he would be selling homespun clothes and wooden latches for the oak doors. He comes around with some new thing that he says is better than the old things, and he argues the retailer into loading up with it. That jogs humanity along a notch. You wear rubber suspenders because some drummer persuaded the merchant