

### WALL PAPER REPUTATION.

Dealer, aim to make your store THE correct place for people to buy their wall paper. Once you have established a reputation for this, it is not so difficult to keep it up. Take any city you like and you will find there three or four stores of outstanding importance in their particular lines. These are the correct places to patronize if you want to be in the style. Prices are undoubtedly high, but the public is willing to pay high prices just to be considered correct.

In the wall paper business this reputation means a great deal to the ultimate success of a merchant. To secure it three or four things are essential.

A good selection of goods is very necessary. You must have fashionable lines to show your customers. They must be brought to understand that what you are showing them is the right thing in Montreal or Toronto or New York. Then they will trust your judgment and will refer their acquaintances to you.

A clean, bright show room, with the latest facilities for displaying goods and with comfortable chairs for your patrons, is needful, if you would have the good word of your customers. Politeness and courtesy in your treatment of these customers must be added to make a strong combination.

A continuity of business on the same scale as that on which you set out becomes necessary. It is all very well to begin well, but unless you keep up your record, the public will lose confidence in you.

### PERSONAL ITEMS.

Mr. Maynard, representing Brentano's, New York, was in Toronto a few days ago.

George McLeod, of McLeod & Allen, paid a hurried visit to New York a week or so ago.

Charles J. Musson, of the Musson Book Co., Toronto, sailed last week for England, taking Mrs. Musson with him.

The Barber & Ellis Co., Limited, are now settled in their new premises at 63 to 71 Wellington Street West, Toronto.

Ernest C. Walker, manager of the wholesale department, Methodist Book and Publishing Co., is back from his coast trip.

S. B. Gundy, manager Oxford University Press, Toronto, is away on a fishing expedition to northern wilds, far from the mad rush of the city.

Night work is beginning around the publishers' offices in Toronto and from now until Christmas there won't be many free nights for the workers.

H. L. Hobden, of the Musson Book Co., Toronto, is back from a trip to the Maritime provinces. He spent last week in Montreal, assisting W. C. Bell, of the same firm.

John McClelland, of McClelland & Goodchild, the new firm of wholesale booksellers in Toronto, made a flying trip to Philadelphia, New York and Boston, recently, to establish connections with the American publishers.

The Musson Book Company have enlarged their premises on Richmond Street West, by acquiring more space on the first floor. Even with the enlargement, they are finding themselves cramped for room.

Richard Brown, president of the Brown Bros., Limited, Toronto, accompanied by Mrs. and Miss Brown, spent the month of September and the first part of October getting acquainted with Western Canada. They travelled to the coast over the main line of the C.P.R., returning by the Crow's Nest route.

## STAUNTON WALL PAPER

**Backed by a Reputation of Over  
50 Years' Successful  
Handling of Wall Paper.**

**Salesman Now on the Road.**

**All Goods 16 Yards to Double Roll.**

**STAUNTONS Limited**

**MAKERS OF SUPERIOR WALL PAPER**

**TORONTO**

### MR. NEWSDEALER

The newsstand sale of

## The Busy Man's Magazine

increased one hundred per cent. during the past year.

Has the demand for it at your store increased at this rate? If not, it is simply because you have not kept it to the front in your magazine display. It is a ready seller. All who read it are well pleased. It need only to be introduced; it will do the rest.

A new copy is issued on the 25th of each month. Order from your news company on a fully returnable basis.

## The Busy Man's Magazine

**Montreal, Toronto, Winnipeg, London, Eng.**