

WALL PAPER AND DECORATIONS—Cont'd.

only have to mark the location of the pattern upon the sample books and you are ready for business. Failing to give a pattern a location in the store or neglecting to mark that location on the sample book will lead to confusion, and, perhaps, loss of business. The dealer must have full and proper command of every item of his stock, and a good way to secure this, in addition to what I have stated, is to keep the quantity marked on the sample book from the time a pattern is sold down to 30 or 40 rolls, until it is finally disposed of and the sample taken from the book.

"A word with regard to remnants. As remnants are apt to absorb a considerable share of the profits, therefore the dealer should look well after them and try unceasingly to dispose of them. Keep in as good condition as your best stock, and in a conspicuous place, and sell them at half regular price. Separate your remnants of borders from the papers and ceilings and sell them distinctly separate from each other. Sell remnants to your customers as such, impressing upon them that they are not returnable and that you are not to be expected to supply any more of that pattern. This method is fair to your customers, preserves the reputation of the dealer and will keep remnants down to a minimum.

"Respectfully yours,

"WALL PAPER DEALER."

The Watson, Foster Co., Limited, have issued a pocket edition of new season's ingrain samples, accompanied by half-tone illustrations of friezes and ceilings to match, all of which are in stock. The book will be sent to dealers upon request.

PROVIDING AGAINST FIRE.

Colin McArthur & Co., Incorporated, are installing the latest hot air heating, drying and ventilating plant in their new five-storey wall paper factory, and are also putting in The Este Automatic Fire Sprinkling System, which they hope will make the disaster of October 28 last impossible of recurrence.

READY TO START.

A walk through Messrs. Colin McArthur & Co.'s new factory, which has risen so rapidly from the ruins of the old, shows that wonderful results may be obtained in a short time by well directed energy and well spent money.

On October 28, only two short months ago, the fire occurred which left the factory in ruins, and to day, the new building, of five storeys high, with a floor space of 100,000 square feet, is completed and ready to fit up. Work has been carried on day and night to accomplish this. As fast as floor space could be obtained a competent staff of skilled machinists took possession, and began putting up shafting, and placing the complicated machinery into position. Since the fire their pattern makers have been at work repairing and replacing the rollers damaged or destroyed, and to day are thoroughly equipped with the latest and best. Colin McArthur & Co. are again turning out wall paper which means that their customers will receive their orders in ample time for the Spring trade. The firm are certainly to be con-

gratulated on the result of their labors, and that they have the warm sympathy of the trade generally is evident from the numerous letters of encouragement received since the fire occurred.

STAUNTONS ARTISTIC DESIGNS.

The neatest ingrain color book ever issued in Canada has been sent out by Stauntons Limited, Toronto. Besides containing the latest, choicest and most beautiful ingrain colorings, it is embellished with unusually rich half-tone illustrations of friezes and ceilings to match the various shades. These books are invaluable in making sales, and will be sent free to any dealer who has not already received one.

STAUNTONS 1902 LINES.

Travellers are on the road with Stauntons new lines, making a sort of clearing-up trip to those places where orders have not already been placed. They have a splendid range of patterns in all grades. Dealers should avail themselves of this opportunity of placing orders, or of duplicating previous orders, while the line is still complete. This firm always pride themselves on prompt shipment of goods. In those towns which Stauntons travellers do not reach, dealers should send direct to the Toronto factory for samples, which are forwarded upon application.

THE CANADIAN ALMANAC.

The 1902 issue of the Canadian Almanac is out, 416 pp., and may be had in paper at 25c. This valuable compendium of current information (the only one of the kind in Canada), contains this year an abridgement of the Canadian census, the British census, full military lists (including all that relates to our forces in South Africa), British and foreign Governments and officials, and condensed data referring to all countries. The information, especially Canadian, includes the tariff, the post offices, the banks, clergy list (all the principal churches), educational, legal and judicial lists. The facts regarding tides and astronomical changes, usual in an almanac, are recorded. The diary of events for 1901, covering all countries, is well kept. In fact, the Canadian Almanac is a credit to the country. A large sale can be worked up for it in any locality. There are probably many persons who do not know that it fills the field so well. The publishers are The Copp, Clark Co.

BOOKLOVERS' LIBRARY IN ENGLAND

The Booklovers' Library, Limited, have taken out letters of incorporation in England, and registered in London as a company on November 4, 1901, by R. A. L. Defries, Toronto street, Toronto, Canada, with a capital of £250,000, in £1 shares. Object: To establish, conduct and maintain reading courses and courses of study by means of the circulation and distribution of printed books, pamphlets, etc.; to deal with any newspapers, magazines or periodicals for said purpose; to publish books, pamphlets, bulletins, magazines and periodicals in

furtherance of the objects of the company; also, if deemed desirable, to carry on the business of printers, binders, engravers and lithographers, and any other business which may seem capable of being conveniently or advantageously carried on in connection with the company's general business. The subscribers are:

	Shares.
S. Eaton, 1323 Walnut street, Philadelphia, managing-director	1
J. E. Bryant, 1323 Walnut street, Philadelphia, treasurer	1
G. W. Warren, 1338 Walnut street, Philadelphia, professor	1
R. T. Eaton, 1323 Walnut street, Philadelphia, general superintendent	1
F. W. Spiers, 1323 Walnut street, Philadelphia, educational director	1
W. E. English, 1323 Walnut street, Philadelphia, manager	1
R. A. L. Defries, 18 Toronto street, Toronto, Canada, barrister	1

Messrs. Harper have published a new novel by Miss Mary E. Wilkins, entitled, "The Portion of Labour."

Mr. Christie Murray's new novel, "His Own Ghost," has been published by Messrs. Chatto as a prettily-got-up 2s. volume.

Joseph Hutton's new novel will be published soon by Messrs. Hutchinson. It is called "A Vision of Beauty," which denotes the heroine, while the hero is a young author and journalist.

The somewhat unpleasant prominence recently given to Booker T. Washington by the virulent attack of hysterical Southern editors on President Roosevelt for dining with this distinguished negro should increase the demand for Mr. Washington's recently written autobiography published under the title "Up from Slavery." The book is one of thrilling interest, the story of a life one of the most remarkable of the age, or of any age. A reading of it gives one a startling glimpse into the future possibilities of the long-abused and down-trodden African race.

Candidates wishing to try the examinations for the British civil service, Society of Arts, chambers of commerce, or any others where indexing and precis writing is required, will find much valuable instruction in Mr. A. J. Lawford Jones' book, "Indexing and Precis Writing." Mr. Jones' high standing in the examinations for the civil service and Society of Arts well fit him for the authorship of such a work, and in this book the instructions are given clearly, and in such a manner that no student will have much difficulty in acquiring the accuracy and brevity of expression necessary to make a high mark in these examinations. The publishers are Sir Isaac Pitman & Sons, Limited, London, England.