



Wall Paper



This is between seasons in wall paper manufacturing circles, and spring goods are now—or should be if retail dealers are energetic—going like “one o’clock,” so to speak. Designers, about this time of the year, are scratching heads and biting finger nails in thinking out something novel for the fall trade.

Our domestic manufacturers seem to be pretty well up to the mark in devising new ideas, or are particularly persistent in rooting out new ideas from foreign points. The natural result of this domestic energy is as choice a line of goods as any reasonable public could wish for.

It will at once be seen by the discerning retailer that this matter of choice of design is of the utmost importance to his business. Nowadays people are not satisfied with any old thing for their wall decorations. The general commercial prosperity of the country is reflected in this desire for the unique and the artistic in wall decorations. There are, of course, many people whose tastes have not yet been elevated beyond the cheap and commonplace in wall paper. Herein lies a profitable duty for every retailer to perform. Strive to educate the poor in taste—not force them—up to an appreciation of the really artistic in wall decorations. While doing this work of education, by elevating the public taste, it is gratifying to know that it is a profitable undertaking if properly carried out.

Description of Goods.

In advertising wall paper of the better grades, more stress should be laid on the quality of the goods than on the price. People of taste are undoubtedly attracted by refinement in advertising. It often happens that the substitution of one word for another completely alters the tone of the advertisement, while not in the least detracting from its meaning. In advertising wall paper, therefore, the words “wall decorations” instead of “wall paper” give a higher tone to the advertisement. “Decorations” is, as a matter of fact, the proper word to describe the higher grades of wall paper. So much artistic ingenuity is exercised in modern wall paper production, that many grades can easily vie with the frescoes which decorated the walls of ancient palaces. Wall paper possesses the distinct advantage also, that it is cheaper than fresco painting, and can be changed at any time. It will be well to bear these facts in mind when writing copy for your newspaper space. Lay particular stress upon the quality and exclusiveness of the stock you carry, and reach out after the people who are looking for wall decorations, rather than something to cover up the walls.

TRADE NOTES.

Mr. V. Herbert, stationer, of Thetford Mines, Que., has assigned to Mr. V. E. Paradis.

The assets of Auber Bros., fancy goods merchants in Hull, Que., were recently sold by auction.

Russell Lang & Co., the Winnipeg booksellers and stationers, have opened a second store in that city, in the new Atkins Building, Portage Avenue.

Quickly Made Sales,
Pleased Customers,
Satisfying Profits,

are the daily experience of the
dealers who handle

Stauntons' Wall Papers

Is this also your experience?

§ If not, you can improve the conditions by determining now to buy

THE “STAUNTON” LINE
for next season, and so ensure all round satisfaction.

Special Decorations for Churches and Lodge Rooms

STAUNTONS, Limited

Makers of Superior Wall Papers
TORONTO

Quality Papers!

Your requirements, no matter what they are, can be satisfactorily met by us, as we have the facilities for manufacturing lines which, for quality, cannot be equalled in the Dominion. Notice a few of our chief lines, sizes and weights given:

PROVINCIAL BOND

White and Tint

17 x 28—20, 24 and 28 lbs.
17 x 22—14, 16, 18, 20 and 24 lbs.
19 x 24—20 lbs.

PROVINCIAL BOND

Azure

17 x 28—28, 32 and 36 lbs.
21 x 32—36 lbs.
23 x 36—72 lbs.

COVER PAPER

SNOWFLAKE

In Blue, Red, Lilac and Wine

20 x 25—40 and 60 lbs.
22½ x 28½—50, 60 and 80 lbs.

ADELIA

Fine White Wave, Double Cap and Fello

and variety of other lines.

**The Northern Mills Pulp
and Paper Co.**

278 St. Paul Street

MILLS.
St. Adèle, Que.

MONTREAL