

WALL PAPER

MAKING SUGGESTIONS.

THERE is more for the wall paper merchant to do than to simply show the papers he has in stock in a mechanical way. His experience should render him invaluable to the buyer, and he should not be backward in proffering it. What would a patient think of a physician who, after diagnosing the case, asked what medicine the patient preferred to use?

The dealer should first find out for what room the paper is sought, and after enquiring about light and the other points which must be considered in choosing color and pattern, he should offer his advice, whether solicited or not.



No. 1493. An Attractive Wall Paper for Dining Room, Hall or Library. Made in Canada by Staunton's Limited, Toronto.

Wall paper is different from anything else, in that it is chosen in such a different position and light from the conditions when hung, that the buyer is very often apt to be favorably impressed with a style that would be very unsatisfactory when hung. Handling so much of it, the merchant knows of this, and can prevent the spoiling of many a room by a few timely suggestions.

A customer, when selecting wall paper, is seldom decided upon what he wants, and welcomes the assistance of the merchant. Of course the customer has tastes which will make him refuse certain papers however suitable they may

be, and these preferences should be considered, but in almost every case the preference can be satisfied and at the same time a really suitable paper be sold. The dealer cannot say that a certain paper chosen by the customer would be very bad taste, but he could show that there are a few qualities of that paper which might injure its value for the particular room, and at the same time draw attention to another paper as similar as possible to the one chosen, but possessing more fully the qualifications required in that room. The imperfections of a paper can be pointed out without offending the customer.

A further point that makes it important that the merchant should help the customer is the fact that a badly-chosen paper on a wall makes those who see it feel that the one who sold such a paper does not know his business. A paper which suits in every way the room in which it appears is the best advertisement the merchant can have, so it behooves him to do his best to see that the paper is the best that could be had.

SEND FOR A COPY.

WE have received from The Babcock Printing Press Mfg. Co., of 38 Park Row, New York, a booklet of views of New York. It is entitled "New York Sky Lines," and gives a number of splendid pictures of buildings and places of interest in that city. Being free from advertising matter and giving a considerable amount of valuable information, it is a booklet well worth while sending for. When writing mention BOOKSELLER AND STATIONER and a copy will be mailed you free.

BOOKBINDING LEATHERS.

THE demand at this season of the year for book leathers is usually heavy, and those of our readers who do book-binding should, before placing their orders, get samples and quotations from Thos. Parsons & Son, of Toronto, who are paying particular attention to this class of trade. They also carry a big stock of purse and pocket-book leathers.

NOTES.

It's time to buy valentines for 1904.

Topaz pencils are having a great sale.

Remember, card games sell all the Winter; look to you stock!

The fountain pen trade is always good at this season of the year.

The private greeting card trade is greatly in excess of anticipations.

Musical boxes and phonographs are money-makers for the retail trade this season.

The sale of Hohner harmonicas in Canada has been phenomenal during this year.

There won't be many dead stocks of Christmas cards this season. This trade is already very brisk with retailers.

Pictorial post cards are going to be the craze in the near future. Don't be behind in preparing for it.

Loose leaf systems have come to stay. They appeal to every business man, and the retailer must look after this business.

Let your customers know that December 14 will be the latest date Christmas cards can be mailed to Europe with a certainty of delivery by Christmas Day.

Get to know your stock well by time you get the travelers round in January. Remember that is the month when commercial stationery calls for your best attentions.