



ALL IN A NAME.

"WE would like to have you look over our new wall papers," writes the merchant in his ad. The public sees it and takes the usual mild interest. Perhaps it suggests a purchase along the ordinary line, but does it do any more? The chances are strongly against.

Would the effect be different if the word "decorations" was substituted for "papers?" Try it in your ad, and carry out the idea in your store. Dwell upon the exquisite decorative qualities of your papers, and see what new interest you can arouse. Introduce the artistic spirit into your salesmanship as much as possible, and you'll get results.

LOOK AT BETTER SAMPLES FIRST.

IT may not have occurred to you, but it is a fact, nevertheless, that the greater number of dealers go about the selection of their wall papers in a way that militates against the finest results. They start in on the cheap papers, and after intently studying them, are really in no condition to intelligently pick from the better grades. The eye is tired and color combinations do not appeal as they would if the buyer were fresh. The consequence is that lines are often stocked that should have been passed over, and others entirely suitable are missed. Try buying your better grade papers first. They are the ones on which you should naturally exercise most care: the cheaper papers will sell themselves generally, and at any rate, you had better give the others precedence in examining.

A LINE OFTEN NEGLECTED.

IN the majority of smaller general stores throughout the country there is great need of improvement in the mode of handling wall paper. Too often the department is stocked without mature thought, and the display of attractive lines and the cultivation of appropriate policy in salesmanship are neglected. If the papers are simply piled up on the shelves with no attractive feature visible but the common little sample cards, how can the best results be secured? Couple this condition with the offices of a clerk who will automatically and without appreciative enthusiasm pull down and show the different papers, and put them back again without saying anything stronger or more impressive than "Now, here's a pretty thing," or "How does that suit you?"

It is seldom a difficult undertaking to put new life into the wall paper department. After the stock is in classify it according to the different uses for which you will recommend it, and then infuse the proper spirit into the clerk in charge. Do not be backward about making displays and changing them often. You need not attempt any elaborate arrangement in these; what you want primarily is to have the most effective colors and patterns in your line taken from the shelves, and placed so that they can get a chance to attract.

RETURNED

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We Deserve
Your Order

If, quality of stock, quick-selling patterns, reputation for promptness and the desire to please you in

Wall Papers

gives any house a preference in your estimation, then we deserve your orders. Our lines this season are the most attractive we have offered. Take a good look at them, when our salesman calls. It's hurry up time for orders now.

Stauntons
Limited
Wall Paper Manufacturers
Toronto

PERSONAL MENTION.

Mr. Henry B. Rorke, traveler for the Copeland Chaterson Co., Limited, has been moved from Montreal to Hamilton.

Mr. A. H. Stratton, the Peterboro bookseller, is home from his trip to Europe. He reports having had an enjoyable time.

Bookseller and Stationer's office had a pleasant call last month from Mr. D. J. Young, of Calgary. Mr. Young reports business in the west to be booming.

Osborne Bros., booksellers and stationers, Calgary, have removed from their former location in the Herald block to 109 Eighth avenue west, opposite the Ashdown Hardware Co.'s store.

Mr. Leamon, of Dicks & Co., St. Johns, Nfld., has returned home from an extensive trip through the wholesale centres of Canada and the United States, where he made extensive purchases.

Mr. Clayton C. Weese, who has been covering Eastern Ontario in the interests of the Rival Fountain Pen Co., of New York, has joined the traveling staff of Buntin, Gillies & Co., Limited, Hamilton, and will represent his new firm in the same territory.

The Rev W. S. Crockett, not the author of "The Sacket Minister," but of those charming descriptive books "The Scott Country," and "Highlands and Islands of Scotland," published in this country by the Macmillan Co., of Toronto, is to spend the Autumn in Canada where he will deliver a number of lectures.