

**FANCY GOODS AND STATIONERY**—Continued. double the number of any one American factory, and, for this market, more suitable designs, and the dealer will see it is to his interest to confine his trade to Canadian goods, not necessarily because they are Canadian, but because they suit and pay him better. And this applies not only to cheap grades, but to medium and high-class effects, which are not only as artistic, but are very much cheaper than similar imported goods.

M. STAUNTON & CO. BUSY 'BUSY'

Inquiries made at the Staunton wall paper factory brought the information that they are extremely busy printing for orders. Many dealers throughout the country are calling for early shipments, and this fact speaks well for trade at this time of the year.

In wall papers ingrains are staying popular indeed, and the Staunton ingrain combinations are coming in for a lot of commendation, for, although the firm have always been most successful in this particular line, the general opinion everywhere is that season's samples are far ahead of any of the firm's previous efforts. Buyers should make a point of seeing the Staunton line for 1901 before ordering. If one of the travelers has missed you it has not been

intentional, and a post card will bring you samples and a representative with them if you prefer it.

#### POINTERS FOR PROGRESSIVE DEALERS.

**S**TATIONERS who deal in photographic apparatus might make an attractive and timely window display by following the plan of an American stationer, who made a "war" window out of these goods. Cameras were arranged in a semicircle so as to look like the wall of a fort, and the lenses, brass mounted, projecting beyond these, gave an appearance of cannon. Small paintings were inserted here and there in the breaches, and one or two potted plants were placed on top.

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A manufacturer of fountain pens made something of the same display, mounting the pens on a small fortress so as to resemble cannon. A painting of some well-known battleships was placed in the window also. With flags, etc., these designs make a "catchy" window. A suitable motto or advertising phrase of some kind might also be added, directing the attention to the cameras, pens, etc.

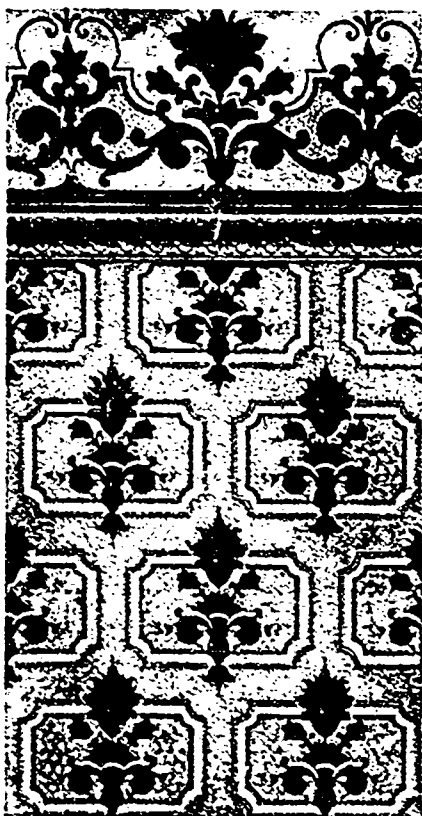
To booksellers who make a specialty of the tourist trade, the experiences of a news-agent in a railway station should be of particular value, as he comes into contact with all classes of tourists from different countries, and has to satisfy their wants in a hurry, before their trains leave. The manager of a book and magazine stand at the depot in a large Canadian city does a paying business in flags—the Canadian flag and the Union Jack—with American tourists. A Grand Army excursion passed through recently, and he sold hundreds of these flags.

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Another paying line with a dealer of that kind is souvenirs of different parts of Canada—Toronto, Montreal, Quebec, the Muskoka lakes, Thousand Islands, etc. These are bought in large quantities, principally by English tourists. Indian curios and toys, such as birch-bark or wood canoes, moccasins, etc., are also bought in good numbers by English tourists. Besides this, they can be used for decorative purposes with good effect, and, as they do not spoil quickly, a part of a window or case can be filled with them and left for a longer time than many other things.

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In magazines, the best sellers are The Review of Reviews and The North Ameri-



# Staunton

## WALL PAPERS

We are satisfied that our 1901 line is the most beautiful, most salable and most attractive priced line that we've ever put out. In every detail of the making of our goods we make this our motto—"Nothing but the best." Costs nothing to see our line. If you haven't seen it, it will pay you to wait for our traveller to get to you. Some few dealers have not been reached yet, we know, but inside a month or six weeks the whole ground will be covered.

M. STAUNTON & CO.

MANUFACTURERS.

- Toronto.