

WALL PAPER AND DECORATIONS.

STAUNTONS 1902 LINE.

BY the time this goes to press Stauntons Limited new line of wall papers will be completed and the travellers will be ready to start on the road about July 1. A greater number of new designs will be shown this season than this reliable old wall paper house has ever shown before. No expense has been spared to put before their customers a line of goods well in advance of any previous productions. There are many new and novel effects throughout. In the better goods many specialties are shown which will, no doubt, be appreciated by the dealers who have an eye for the decorative. Some beautiful new effects in fabrics are to be found in the samples, and, in the preparation of samples of the cheaper lines, there has been more attention paid than is usual and the values all around in this year's line are bound to be trade-winners. The pricing of the line has also had the most careful revision and wherever it was at all possible the knife has been used and prices pruned to the very closest margin. The company are confident that in a combination of such exceptional merit in the way of design, variety and coloring and coupled with the lowest prices they have the strongest combination to present to the trade generally throughout Canada that it has ever been their good fortune to solicit trade on.

THE WATSON, FOSTER CO.

The annual general meeting of The Watson, Foster Company, Limited, manufacturers of paper hangings, was held at the company's offices, Maisonneuve, Que., June 3, and reports of the business for the past year were satisfactory and adopted. The officers of the company elected for the coming year are as follows: Mr. Hugh Watson, president; Mr. S. S. Boxer, vice-president and managing director; Mr. W. A. Sutherland, secretary-treasurer.

NEW BOOKS.

“**H**OME THOUGHTS,” published by A. S. Barnes & Co., New York, is a book compiled from a series of essays written for The New York Evening Post, over the signature, “C.” Such subjects as “The Homelessness of Certain Married Women,” “Children as Our Judges,” “The Etiquette of Family Life,” etc., are treated in a practical and interesting way,

the result of the experience of the writer, and will be read, especially by married people, with the greatest interest. The price of the book is \$1.50.

The subject of hypnotism is receiving at present much more attention than ever before, and a work like Compte C. de Saint-Germain's “Practical Hypnotism” will be welcomed by many interested in the subject. The writer is one of the best informed persons living, on hypnotism, and in compiling the book he has brought to his aid the works of such renowned writers as Baird, Charcot, Luys, etc., the great medical authorities on the subject. Laird & Lee, Chicago, are the publishers.

“The Mystery of the Clasped Hands” is the name of a book by Guy Boothby, published in Colonial cover edition by George Bell & Sons, London. It is an interesting story of a cruel murder for which the wrong man is arrested. The unravelling of the story and the fastening of the crime upon the right man is done in Boothby's best style.

Three new novels have lately been issued from the press of McLeod & Allen, Toronto: “The Missing Hero,” by Mrs. Alexander, is a stirring tale of South Africa and of an exiled Englishman there, who is pursued by a relentless enemy with intent to murder him. It is a lively and satisfactory tale. “Granstark: The Story of a Love Behind a Throne,” by G. B. McCutcheon, has taken its place among popular sellers. A lovely princess from a small European State is travelling incognito through the United States. She makes the acquaintance of a clever and courageous young American, who, unaware of her identity, follows her to her ancestral palace. From that point to the end of the tale, the reader is simply breathless with excitement. The book is certainly one of the most attractive romances recently published. The third book issued by these publishers is “Clayton Halowell,” by Francis W. Prang, and is well illustrated. It is a story of the American War, full of incident and told with considerable power.

Messrs. Oliphant, Anderson & Ferrier, Edinburgh, have recently published “A Handful of Silver,” by L. T. Meade. It is a modern love story, the scenes of which are laid in London and continental cities. The book is well bound in cloth, with gold lettering and contains illustrations. “By Adverse Winds” is another from the same

publishers, a story of Scotland, which will appeal to all. A third book bound uniformly with the others is “Marjorie Dudingstonne,” by W. F. Collier. This is another Scotch story, but it deals with the days of James V., and the clear pictures of life in those times are very pleasant reading. The price of each of these is 2s.

“Odds and Ends” is the name of a nicely printed little family literary magazine which is published by James Wallis & Son, of Yarmouth, N.S. It contains 32 pages of interesting literary matter, book reviews, etc., and is issued at 5c. per copy; 50c. a year.

Thomas Y. Crowell & Co., New York, announce a second edition of “Another Woman's Territory,” by “Alien.” This powerful novel, which deals wholly with the trials and often unseen tragedies of everyday life, is quietly making its way and is likely before long to take a leading place among the novels of the day.

A large stationery firm of London has made a noted departure in bas relief papereries. They have adapted the idea to their stationery boxes, and over 100 subjects have already been illustrated, and are in stock. The photos in this form have such a distinctive superiority over the everyday type of embellishment that it is not surprising to hear that wherever the boxes have been shown they have sold readily. The firm have also made arrangements for treating any photo in relief, to order, and there can be no question that in this idea they have found something good, and something the trade will appreciate and welcome. The subjects include types of beauty, animals, character sketches, cathedrals, children, landscapes, etc.—American Stationer.

There are two distinct classes of salesmen, says Graphite, the salesman who is governed by price, and the salesman who is governed by quality. The first calls attention to cheap goods and dilates on the great value that is to be obtained for little money. Such men cannot rise to superior goods and are not the money-making men for dealers or manufacturers. The quality salesman never mentions price, he holds fast on quality only, and fully impresses the buyer that he needs the goods; in fact, that they are indispensable. The price is the last thing mentioned, and sometimes the buyer finds he has written the order before he has really asked the price, or, if he did ask it, the clever salesman avoided the question by calling attention to another superiority of his goods. Hypnotism may be a fake with no foundation in fact, but there is something akin to it possessed by some salesmen.