

Wall Paper and Decorations.

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EXPERIENCE OF A SUCCESSFUL WALL-PAPER DEALER.

THE Watson, Foster Co., Limited, having noted the steadily increasing purchases of one of their customers in an eastern Ontario town asked them about the secret of the successful development of his wall-paper business. The article he was kind enough to

commend the Editor to the thoughtful consideration of the trade, believing it contains much to interest and instruct the average dealer.

The writer of this article does not presume that the few remarks he could make in the limited space of a trade journal communication should be considered of more value by its readers than their good sense determines, neither does he seek any notoriety therefrom, therefore the excuse he makes for thus attempting to offer suggestions to those engaged in the wall-paper business is that he has been asked to do so by one of the leading manufacturers of the line in Canada.

"The buying, the receiving, the caring for and the selling of wall papers each in its turn should receive the careful attention and unceasing activity of all those engaged in the business every working day of the year, proprietors and clerks alike.

"Except for large city businesses the dealer should purchase his stock from one manufacturer only, selecting, if he can, the one who offers him the largest range and from whom he can purchase all his wants, an extra advantage being the discount offered for quantities of a coloring by the maker.

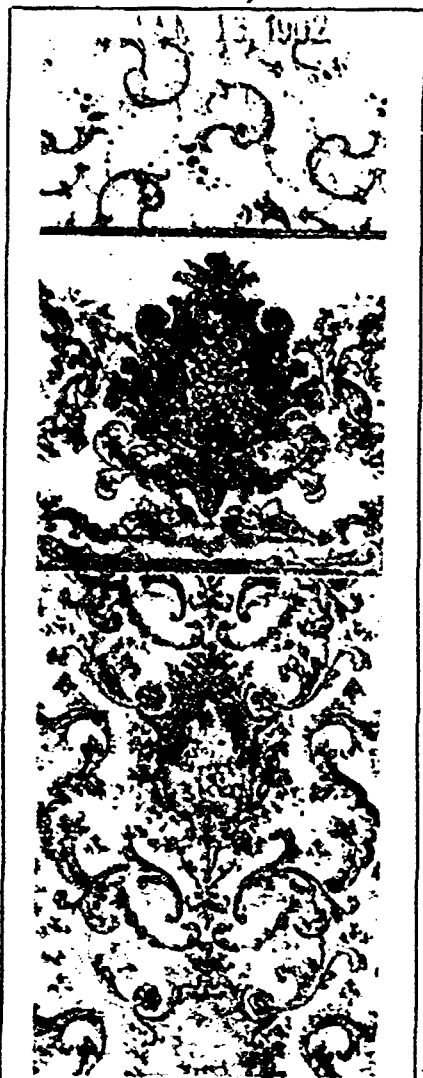
"To select goods from more than one manufacturer's samples will invariably result in duplicating the dealer's purchases in many of the grades, thereby increasing his liability without increasing his ability to supply the wants of his customers. This mistake, if discovered at all, will be when it is too late to be corrected.

"The very important business of deciding upon designs and colorings while making selections from the manufacturer's samples should be done deliberately by the proprietor, assisted by all the clerks who are to be engaged in the sale of the goods when they come to hand. The proprietor should have a definite object in view as to the wants of his community and be impressed with the fact that he is not buying wall papers for his own dwelling, but for his customers, who have varied tastes as to design, color and quality, to be catered to. The dealer who, when purchasing his stock, fails to set aside in a great measure his individual prejudices and take into account and well consider the varied tastes of his prospective customers will find when his new goods have arrived that there is a monotony and sameness throughout the stock, even though, so far as there is variety, the designs and colors are good.

"A great deal of valuable advertising can be secured by a display of the stock on the day the goods are received. Select a fine day when a great number of people are expected to be in town, such as a market day, and have the goods drawn by the carters and piled up neatly in front of your place of business, there to remain the greater portion of the day. If your stock is large, so much the better, as it will impress all who see it with the extent of the stock carried.

The writer having made a few remarks re the buying and receiving of a

wall paper stock will now proceed to the third part of his article, viz.: 'The best way to keep a wall-paper stock.' The writer's experience leads him to the conclusion that the best way to have the goods shipped is in the 50-roll bundles, wrapped and numbered, having ends left open. Previous, however, to receiving the new goods, a great deal of preparation work is necessary. This consists in going over the old stock, dusting and trimming and removing all small lots, which should be tied up in neat parcels, leaving the cost and selling mark on same and placed in a conspicuous position in the store so that they may be disposed of when the opportunity arrives. There is ~~nothing~~ important item that can best be done before the new stock arrives.

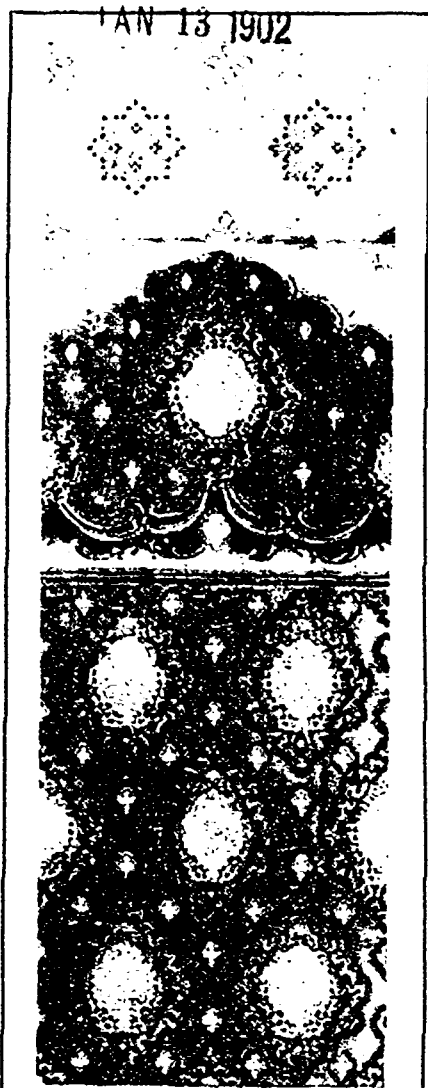


COMBINATION 919.

The Watson, Foster Co., Limited.

A parlor design of generous proportions with individuality but without prominence. In varnished gilt and cream shaded in pale pinks or greens. It forms a very rich setting for pictures and the varied furnishings of the drawing room and in warmer tones for the hall or dining-room.

turnish, and which we reproduce below, shows that system, from beginning to end, backed by ability and energy, with courage to fresh stock (we are told he does), a full range of high grade effective goods, is the cause of his success. We



COMBINATION 1106.

The Watson, Foster Co., Limited.

One of the most successful hall or dining-room patterns of the season. It will be quickly accepted as desirable for many purposes. In design essentially modern, in coloring—especially on pale blue with aluminum treatment and reds and greens with gilt—it is effective to a degree.

and that is to get your sample books from the manufacturers; and from your invoice mark upon each sample of wall, border and ceiling, the quantity of your purchase; and the cost and selling prices. Then, when the goods arrive, you will