

## WALL PAPER AND DECORATIONS—Cont'd.

imaginary grievances, as many times when visiting the city I have seen department store windows with an exhibit of wall papers from our Canadian factories priced at 1c., 1 1/2c. and 2c. less than I have paid for the same papers.

Unfortunately samples of these cut-price papers are sent broadcast over the country, and those who receive them in many cases compare them with the same goods in their own town-stores for which they have been asked regular retail prices, and get the impression that they have been robbed and that the average bookseller is little better than a thief for asking such prices.

That this is an injustice the factories will all have to admit, knowing as they do that not one of them would live for six months if deprived of the profit coming from the business they do with the general retail trade.

I would like to hear what the members of the trade would suggest as remedies for these evils.

WESTERN BOOKSELLER.

June 7, 1901.

This letter contains a grave charge, contained in the words "the manufacturers using these stores as dumping grounds for their surplus stock at the end of the season at job prices, while they refuse to supply the general trade on the same terms." The complaint, then, is really about the department stores cutting prices at the end of the season. Does our correspondent not do the same thing? If he does not then he is an exception in the trade, for all dealers in wall paper know that few patterns run successfully through two seasons and that it pays them better to clear out at less than cost rather than carry the stocks over. The department stores do this as well as the ordinary retailers, and the manufacturers of wall paper have no more power to deter the former than the latter. This clearance sale policy is a grievance, yet it is not without its good features. At any rate it will continue as long as business.

But our correspondent may also have seen some job lots that came from the manufacturers. We are informed that in the factory stockrooms there are left over stocks just as there are in the retail store, and similarly we would argue that the manufacturer would be foolish if he did not try to get his own out of them. They are sold, we believe, at a discount of about 25 to 25 per cent. and can be procured by any dealer. Of course, the department stores often times take them because they have a larger output; they can take a large job lot and pay cash. But the reduction does not amount to 3c. It is nearer 1c. to 2c. a roll.

Although the letter does not say so explicitly, it might be taken to imply that the wall paper manufacturers grant preferences to department stores. This is contrary to facts, for the three Canadian factories have banded themselves together to prevent such a happening and only one price is in use.

The retailer finds himself protected while the season is at its height, while at the tag end, as in every business, the market is not satisfactory. The man that invents a cure will be a genius. Editor.

STAUNTONS LIMITED—NEW SAMPLES NOW READY.

A look through the new Staunton samples for 1902 will repay anyone interested in wall paper. No one is likely to be

afflicted with "that tired feeling" when examining this collection; the designs are so graceful and the colorings and new ideas so refreshing that one actually regrets when the last book from the two big trunks is finished with. The samples will appeal to the commercial instinct of the dealer and also to the sense of the artistic and the beautiful in those whose homes are to be decorated.

On being asked the principal characteristic of the new season's samples, the representative of Stauntons Limited, replied that the line was a distinctly popular one in every respect, and that even in their novelties special care had been taken not to reach too far ahead of the times, for, no matter how much a paper may be admired, if it is too extreme in design or coloring, it does not meet with a ready sale.

It is not practicable for us to give a detailed description of the Messrs. Stauntons' extensive line of wall papers, which cover a very wide range, but we may say in a word that all the present popular styles are represented, and the charming color schemes shown in all their patterns, bear evidence of good taste and practical knowledge of color harmony. The firm, show, in addition to many other styles, some handsome Oriental and heraldic designs—Louis XIV., XV., XVI., and Empire patterns—tapestries, burlaps, denims and other textile effects—English and French florals, chintzes and cretonnes—Floral, ornamental and plain stripes, and many attractive novelties in self-tone colorings in small detached figures, etc.

The silk papers are really beautiful creations; several books of these goods are shown, and for parlor and boudoir decoration these papers cannot be surpassed. Two patterns among these especially noteworthy are the "Rowley," a large climbing rose in beautiful colorings, and the "Harrington," a stripe and festoon design in two colors with a large floral frieze decidedly English in its conception.

The ingrain combinations form a very attractive portion of the company's offering and will command a ready sale.

In the lower-priced papers, every possible want appears to have been provided for, and in variety of design and coloring the collection is larger and better than ever.

Prices have been carefully considered and closer quotations on many lines will delight the dealer who buys from this house. In some lines of goods and in borders the reduction in price is very considerable.

The company's salesmen are now on the road in every Province and already most satisfactory orders are coming in.

## HANGING STIFF WALL COVERINGS.

Many decorators have experienced more or less difficulty in securing a satisfactory result in hanging Lincrusta Walton and Japanese leather.

An excellent composition for affixing is made by mixing raw linseed oil and plaster of Paris, in proportions of a pint to four pounds. This should be rubbed thoroughly through a sieve. Then one pound of white glue, previously boiled in a gallon and a half of water, should be poured in, stirring occasionally while cooling, to insure thorough mixing.

If Lincrusta is to be hung in cold weather it should be placed in a warm room until the chill is removed. The edges should be trimmed with a sharp leather cutter's knife and a steel straight edge.

After applying the composition above

mentioned, the Lincrusta should immediately be placed on the wall. Great care should be taken to join the edges close together, rubbing them with a good stiff short-haired brush, or a soft rubber roller.

As a substitute for the composition stated, a mixture consisting of two-thirds ordinary flour paste and one-third of glue, is sometimes employed. Japanese leathers are hung with either of these pastes, but it is necessary that it should be as thick as possible. Some decorators who have had little experience in this work, soak the material too long, in consideration of the thickness of the substance as compared with common wall paper. This is a serious mistake, and much bad work has resulted from just this error.—Upholstering Trade Review.

NOTES OF CANADIAN  
TRADE

M. E. O'Gorman, of Pembroke, Ont., was in Toronto for a few days last week, buying books and school supplies for September school-opening. Mr. O'Gorman reports trade good in his town.

Henry Short & Sons, dealers in sporting goods, Victoria, B.C., have dissolved.

Hughes & Co., dealers in wall paper, etc., Toronto, are offering to compromise.

The stock of C. F. Dawson, a Montreal stationer, was damaged by water; insured.

Peter Murphy, jr., has registered as P. Murphy, jr., & Co., booksellers, etc., Montreal.

Mrs. M. T. Taylor, bookseller and stationer, Bridgewater, N.S., has sold out and given up business.

Joseph Eveleigh has registered as R. N. Scott & Co., wholesale fancy goods dealers and jewellers, Montreal.

The stock of Linton Bros., stationers, etc., Rossland, B.C., was damaged by water to the extent of about \$500.

J. A. Langlois & Fils, booksellers, etc., Quebec, have dissolved, and the firm have been registered under the same style.

The stock of the estate of E. N. Hunt, dealer in wall paper, pictures, etc., London, Ont., has been sold to Geo. C. Jolly.

W. J. F. Mallagh has purchased the book and stationery business of G. B. Salmon, of Brantford, Ont., and is carrying on the same at the old stand.

The wholesale business of MacDougall, MacKeen & Co., wholesale and retail stationers, Halifax, has been transferred to The MacDougall Co., Limited, and the retail business to G. K. MacKeen.

Through the dissolution of the firm of Cochrane & Plaunt, druggists and stationers, Renfrew, Ont., loses one of its enterprising men in the senior partner of the firm, Mr. Wm. Cochrane. For the past year Mr. Cochrane has been a member of the town council. During the five or six years of the firm's existence they have won many friends, and under the new management of Mr. Plaunt confidence is felt that the same success will follow the establishment.

St. Thomas public library will be kept open for three months during the following hours: 9.30 a.m. to 12 noon, 2 p.m. to 5 p.m.