

effects, which make his ads more prominent than many in the same papers that are much larger. No. 2 gives an idea of his style of advertising, although some of them have brief and breezy talks. It was a very prominent ad in the paper, surrounded, as it was, by closely-set advertisements.

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W. J. Stephenson, of Wetaskiwin, Alta., sends a copy of the Post containing an ad which refers mostly to "Nedra." It is well-displayed, and gives just the information about the book that a customer would be interested in, and gives it in a pleasant conversational style. Mr. Stephenson has evidently learned one secret of good advertising—to write as one talks, and to look upon an ad as a salesman.

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Rintoul & Co., of Dauphin, send a copy of the Dauphin Press, in which their four-inch ad has a prominent position at top of column, next to reading-matter. The display is in different sizes of one style of type—which is in accordance with the modern idea of type-composition. It is a good ante-holiday ad, for it refers to presents in a taking way.

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W. G. Kent, with the Stanfield-Smith Co., Limited, Truro, N.S., sends, at the request of the Truro News, a number of copies of that paper containing advertisements of the concern, each of which measure 10 inches, single column. He writes "Of course, I recognize the fact that the one on wall paper is rather long, but my plan is to start the season with one as much as this and continue the subject for a couple of weeks or so, changing it quite often, bringing out the same points, but in a different style. You will notice that I try as hard as possible to write ads in a conversational style, as if the customers were before the counter, when I was speaking to them." Mr. Kent has the right idea of advertising, and he is right about the advertisement being rather too long for what it says, and an introductory ad is generally better short. There's another ad, which appeals to those interested in school supplies, that says nearly as much, but it is far more interesting, and its style gives the impression at first glance that it has something to say. Mr. Kent has many of the qualifications of a good ad writer, but he has evidently not had a course on a daily newspaper, with a heartless but wise city editor wielding the blue pencil.

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The Daily Guardian, Charlottetown, P.E.I., sends an ad of Hazard & Moore, booksellers and stationers, of that town. But it is an ad entirely treating of flowers, and hence is not in accordance with the idea of the competition.

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(Editorial Note.—Will the successful competitors kindly advise us whether they desire a subscription to Bookseller and Stationer, for 1906, or a copy of "Successful Advertising.")

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E. H. Devlamm prepares some very serviceable circulars for McMillan's, Petrolia, Ont. The salient feature in these is pointedness. Special sales are given full treatment, and prices are prominently displayed. Objections might be taken to the circulars on two grounds. First, there is waste space on the back, second, they are unwieldy.

WALL PAPER

DEVELOPMENTS during recent years have been such that the utmost care must be taken in stocking wall paper in order that quality and pattern may be right. Wall paper manufacturing has made great strides in Canada of late. The way in which imported papers have been replaced by those of Canadian production is a proof of this. The designs for the Spring business are such as to insure a big business and it is well



Illustrating Drawing Room and Parlor Design No. 1087.
This elegant decoration is manufactured by Stauntons Limited, Toronto.

for merchants to make their selections at once in order that they may not be found unprepared when the season opens. Although the leading mills have increased their facilities for turning out paper during the Summer, yet the anticipated sale of wall paper next Spring will keep them running to their full capacity and early orders are essential for early delivery.

The bulk of the retail Spring business is done in a very short time. The period at which it is done, too, varies greatly according to the forwardness or the reverse of the season. For these reasons it is absolutely necessary for the success of the department that supplies should be on hand in good time. A display must be made the very first day of the season, and the merchant who has not got his stock at that time will be out of the running.

Orders are reported by all manufacturers to be com-