

## Wall Paper

### QUOTE COST OF WALL PAPER BY THE ROOM.

As a dealer in wall paper you would rather handle a high grade line of goods than you would a poor one, wouldn't you? You have your reasons, too! In the first place your profit is higher; and that is the main thing. But, better still, your customer is bound to be more satisfied with his purchase; and his satisfaction will certainly make him consider your store a first-class institution. He will come again, and for other things besides wall paper.

You have doubtless had many a customer asking for a choice line of wall paper, and you have shown him the best goods in your stock; and he has balked, and taken a lower grade of goods because the price was more per roll. The difference in price between the high and low grade paper wasn't much, perhaps, but the customer pointed out that he needed much more than one roll, and in his mind it figured out too much.

A case like that needs salesmanship. You have to bring out your arguments. Now, perhaps, you haven't given much attention to quoting the cost of wall paper by the room instead of by the roll. You should try it. Many a customer, who knows a good paper when he sees it, could be induced to spend a little more on his wall decorations if he were shown how well the cost compared with other things.

Get a wall paper chart. By its aid it is a very simple matter to accurately ascertain the quantity of paper required to cover any room. Quote the customer a price for enough paper to fill his requirements. Show him that it costs no more to hang good paper than it does poor. Go further, and tell him it costs less, because he doesn't have to hang paper so often.

Compare the cost of a rug or curtain or any other ornamental article of furniture with the cost of a good grade of paper, and show him that he gets as good—perhaps better—a return for money spent on first-class wall paper as he does for any other expense of his house-keeping. Show him that it is practical economy to get the best papers because of their superior wearing qualities; to say nothing of the amount of pleasure he can get out of a really artistic design. Point out that wall paper is a decoration; and, if he wants to decorate his rooms really well, if he wants to be surrounded by tasty decorations, pictures, furniture, he must start on a proper basis—good wall paper.

Try this method, Mr. Dealer: Quote your customer to whom the better classes of wall paper appeal, but who thinks he cannot afford them, the cost of the room instead of by the roll, and increase the business of your wall paper department in better grade goods, and establish the local reputation of keeping the best variety of up-to-date, attractive, decorative and reliable wall papers. Such a reputation has a distinct money value.

The Thomas Co., of Bracebridge, have a unique way of displaying their stock of glassware and china, which not only saves space but also shows the goods to better effect. Instead of having straight shelving, they have arranged alcoves all along the side of the store like inverted U's. Shelving is built around these alcoves and the different classes of articles are arranged in different alcoves.

### MAKE it a point NOW

to carefully review your stock.

### NOTE ANY WEAK SPOTS

and take measures to strengthen them.

Refined, Attractive Parlor Styles  
are often overlooked when buying

## WALL PAPERS

Write us for samples to fill any short lines. We have on hand all the big sellers for 1907, in every grade.

Be in a position to satisfy every customer. Let us help you with samples.

Try us for BURLAPS (Dyed, Sized, Oil Coated), SANITAS.

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Makers of Superior Wall Papers

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## NOTICE OF DISCONTINUATION OF BUSINESS

We beg to notify our customers and friends that after April 1st prox. we intend to discontinue the business at present carried on under the name of

**THE CANADIAN INK CO.**

37 Wellington St., Montreal