

WALL PAPER AND DECORATIONS.

THE WALL PAPER SEASON.

NOTWITHSTANDING the late Spring weather, the wall paper season opened exceedingly early this year, and has continued in a most satisfactory manner. Manufacturers report repeat orders as coming in more freely than usual. Last Fall, many merchants who were usually in the habit of not getting in Spring goods until February, had large shipments made to them. This was done in anticipation of a good business during the month of November and immediately after the holidays, and their anticipations were not disappointed, judging by the fact that manufacturers began to receive numerous "repeats" early in January.

We have always thought that wall paper dealers make a mistake in not having their goods shipped from the factories as soon as they are made, as is done in the United States, as it gives them an opportunity to fill orders which they otherwise could not do from their previous year's stock, which is still fresh in the minds of customers who have been through the retailer's samples in the Spring and recognize them as old patterns, while many are induced to paper in the Fall if they see new designs. Then, when the Spring trade opens up, the previous year's goods can be sampled with the new goods and sell readily when there is a larger demand.

One good feature of last Fall's and this Spring's business is the increased demand for medium and high-grade goods. This is a step in the right direction, as there is no economy in buying cheap wall paper. It costs as much to hang, and does not give the same satisfaction. It is far better for the consumer to pay 25c. per roll for a nice paper than to buy an inferior article at, say, 15c. The cost of hanging is the same, and the average room would only take from 12 to 14 rolls, meaning a difference in cost to the consumer of only \$1.20 to \$1.40 per room, which, when one takes into consideration the beautifying effect of an artistic design, well colored, on all the surroundings of a room, it is cheap, indeed, at this cost.

We wish to draw the attention of retailers in general to the error they make in being afraid to put in a good stock when samples are first shown, and before any withdrawals have been made in the patterns. It is better to have a little surplus stock than to disappoint customers by allowing them to make a selection from samples of goods sold

out, and then trusting to the manufacturer to supply them, as the manufacturers make as closely as possible only what papers they have sold, and the stock is very limited after April 1. Another thing, dealers for years past have been afraid to buy ingrain liberally, being under the impression that the sale of this class of paper would die out, but there is no possibility of ingrain ever being out of the market. They are appreciated more each year, and justly so, as they are not only serviceable, but harmonize better with the furnishings of the average room. This year, the sale of ingrain has been phenomenal, and repeat orders have been so heavy that they have completely depleted stocks held by the manufacturers, and the majority of retail dealers are, today, completely sold out of ingrain, with no possibility of procuring them, except in a few colorings. Dealers should profit by the experience they have gained this year, and stock ingrain more heavily the coming season.

When samples are submitted for inspection, many dealers put off buying wall paper until the Fall or Winter. This is a great mistake, they have nothing to gain by it, and a great deal to lose, as in October the manufacturers withdraw fully half of the combinations which they have sampled, which spoils the selection for the late buyer. Add to this the fact that Fall orders are made late, and, consequently, they cannot get the sample-books in time to compete with their neighbors who have bought early. The dealer who has his sample-books in hand in October or November is in a position to show his customers the goods that he has bought, and frequently secures orders for the Spring for them. We cannot too strongly advise the trade to place their orders at the earliest possible moment.

TIMELY ADVICE TO WALL PAPER DEALERS.

Asked for information regarding their experience of the passing season, The Watson, Foster Company, Limited, replied: "Though the Spring was backward, the demand for repeats was, and continues to be, in excess of any previous year, even dealers who had early shipments began sending in supplementary orders before dates seemed to justify it. The result is, our stock to-day is so depleted that combination orders are difficult to satisfy; in fact, many of our numbers, even at this early date, are sold out, for, though we

invariably overprint our best selling patterns, yet once finally exhausted reproduction is impossible. Of course, nothing pleases us more than to know our goods have been appreciated and sold, but we regret a shortage at this time more for our clients' sake than our own. A more generous ordering at first might leave a few remnants, but better that than the loss of good new business, carrying with it a healthy profit and retention of custom, and this can only be done by dealers having more confidence in the possibility of expansion, ordering larger quantities of medium and higher grades, which attract new trade and mean profitable returns, ordering and taking delivery early and taking the opportunity to interest a class open at all times to artistic effect.

"We have never yet seen an instance where a wall paper business has failed to respond to intelligent effort on the dealers' part with our line of papers. We emphasize our line because it is the largest and most comprehensive in the market, a line of entirely original patterns, and renewed every year.

"A good feature this year was the marked increase in medium and higher-priced lines, especially ingrain, in which dealers have for years expected a falling off. This year we have sold over double any previous record, which shows the public appreciate its useful qualities, besides, an ingrain lends itself to artistic effect beyond its intrinsic value, and, having confidence in a growing demand for ingrain, we purpose making them a specialty next season and will show a greatly increased range of colorings."

Acting upon these suggestions, dealers should book more liberally next season in this and other standard grades which give profitable returns, and thus avoid the disappointment in many cases this Spring.

A HANDY LITTLE BOOKLET.

During April, M. Staunton & Co. sent out a splendid little booklet—a reliable wall paper chart. It tells how much paper is required for side walls, ceiling and border for most any size room, from a 3x6x8 foot room to one measuring 25x60x18 feet. It also gives some useful and special directions for hanging different papers. It is really a useful book for every man in the trade. The intention is that everyone in the trade should have one. If you have been missed, a post card request will get you one by return mail.

The firm have been sampling some of the new papers in next season's line, and they promise to discount any line that the Stauntons have ever put on the road, and that's