

WALL PAPER

WALL PAPER A STUDY.

THAT a merchant should consider that he can sell wall paper without knowing anything about it, is as ridiculous as to start a butcher business without knowing lamb from beef. The wall paper merchant, however, has one thing in his favor over the butcher, in that to know his business enough to make a fair success of it requires only common sense and an observant eye. These two characteristics being present, there is no reason why, after a time of close study, any man should not make a success of handling wall paper. Of course it is taken for granted that he is not color blind and can tell pink from green.

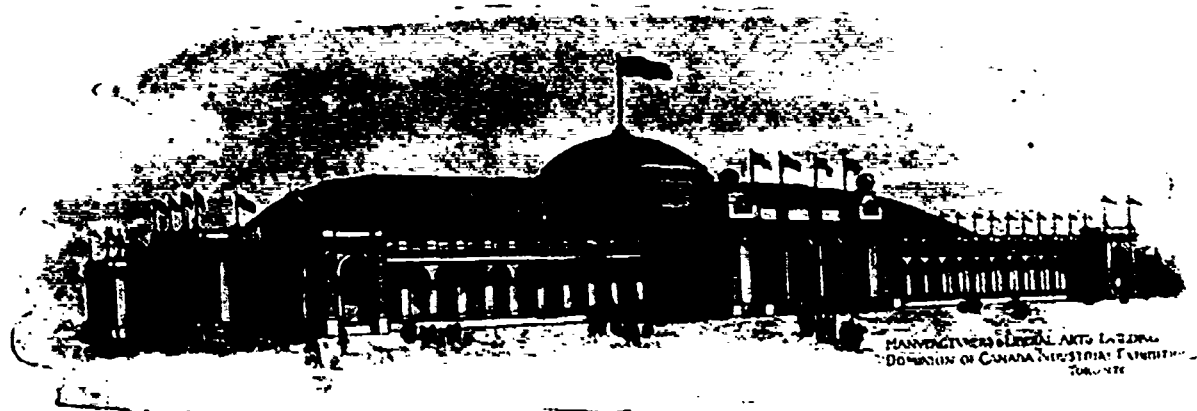
To the man, however, who thinks he can lay in a stock of papers, advertise them, charge a fair price, be agreeable with his customers, and can then do a land office business, there is only one thing to say if he has any competition, and that is to "stick to his last," be it groceries, stationery, drugs or dry goods. In the first place he must be a good judge of colors and combinations; he must have an eye for cheapness in a pattern; for patterns and colors as well as quality of the paper have their degrees of cheapness and to the educated eye reveal it in an instant. He must, however, to a greater degree than almost any other quality, possess an eye and judgment that will enable him to

or neither, whether ingrain, large or small pattern, bur lap, dado of different paper, lines or flowers, or both; deep or shallow frieze; dark or light ceiling, or dark or light paper, would give the best effect.

In fact, the successful wall paper merchant must know all about the effects of the different styles and how to make a room light or dark, high or low, large or small, cold or warm. He must be an artist in his own line, and an artist, too, who has much of the "color sense" of the painter, the eye of a landscape gardener, the taste of a modiste, the policy of a Conservative politician in a Liberal riding, the persuasiveness of a confidence man, the confidence and lack of hesitancy of a Prime Minister, and the judgment of a professional decorator. The man who possesses a fair share of these requirements can start a wall paper store in a lane and own the city hall in five years, if he has enough of them to produce when mixed a sound common sense he can monopolize his line in any town, and need handle nothing else. If he has only a clerk in his employ who can tell colors and the requirements for different rooms he can make the wall paper department the best paying line in a departmental store. He must have some of them; he should have a degree of all of them.

THE COMING SEASON.

THE business for the coming season promises a volume that will be entirely satisfactory to the manufacturers and will repay them for the trouble and expense which they have been put to in preparing the beautiful patterns which they are showing. One and all they state that never have they been able to show samples equal to what



Manufacturers' and Liberal Arts Building, Dominion Exhibition.

select without hesitation the colors, patterns and grade of paper that will suit each room presented for his opinion.

Much time and trouble will be saved himself and his customers if he first of all finds out what room requires the paper its use, location, lighting, furniture, color of wood work, shades in adjacent rooms connected by folding doors, and the size and height of the room. Then he should be able to tell his customer just what colors and patterns are required, and in this way prevent the confusion and helplessness of feeling aroused by looking over all the patterns and colors in the store. He should know that the shades in adjacent rooms and in the furniture prohibit the use of certain shades of paper and that the degree of light and to some extent the use of the room makes the possible range for selection still smaller. Then the size and height of the room, as well as the style of the furniture binds him down to certain styles of pattern. He should know whether dado or frieze is best, or whether the height demands both,

are now in the travellers' hands. Great pains have been taken with the high grade papers, and the results merit the close consideration of buyers. But this does not mean that the lower priced papers have been neglected. This year patterns similar to those previously used in the more expensive lines are being turned out in cheaper qualities, and thus a merchant is enabled to show a really expensive looking pattern in a cheap paper.

Reports are that orders taken thus far are encouraging the manufacturers to continue making the rapid advances in style that have characterized this year. Orders are large, and customers generally are expressing the greatest satisfaction in the new things.

Buyers should not postpone too long the sending in of orders. With the promise of an immense business factories will be very busy later on, and orders cannot, perhaps, then be filled as quickly as desired. Orders now and have the choice of the best patterns. They will sell first,