

WALL PAPER AND DECORATIONS.

BARGAINS IN WALL PAPER.

A WALL PAPER dealer, in his efforts to keep alongside of the dry goods trade competition, is ruining his future. A dry goods store is octoputian in its ramifications. A woman will go into a dry goods store and get stuck in the worst way on a pair of stockings, and she may shun the hosiery counter thereafter, but she will know that they are cheap in shoes and cheap in chinaware, and the bulk of her trade will continue in that store, but the wall paper man has not a general merchandise stock to help him out of such a dilemma, and what he sells in wall paper has got to be thoroughly satisfactory or he will lose a customer permanently. The dry goods trade can put up a cheap 5c. paper that will fade out in a month, that will turn brown and dingy in the background, and actually rot on the wall, and the dry goods trade can afford it, because, perhaps, the week before the same customer has picked up a bargain lot of underwear, and she remembers it with gratitude. Barnum used to say that you could fool some of the public of the time, and all the public some of the time, but you could not fool all the public all the time.

The dry goods trade can fool the public in one department and squeeze itself in another. The wall paper dealer has only the one stock, and he cannot afford to compete with dry goods prices.

Try to impress upon your customer that the question is not how cheap she can buy a paper, but how much she can afford to spend toward the guarantee of good designs, good coloring and good stock. Wall hangings are purchased presumably for the decorative effect that they have, and the better the effect the more should the purchaser be pleased. One should naturally try to save as much as possible on the luxuries of life, but when it comes to the home surroundings, and under this head wall paper may be classified, the logical course to pursue is to spend all that one can afford. It is actually a fact that many a woman takes much pleasure and more glory to herself in saving a few cents than she does in the utility or value of what she purchases. This bargain-hunting craze was started by the dry goods stores, and in their case it has proven profitable, for while they may sell an article for cost or a trifle less, they manage

to sell other articles on which they make a good profit. It is almost impossible for a woman to go through a store from one end to the other without buying decidedly more than she first intended. As far as the wall paper business is concerned, cutting prices has had a disastrous effect. Where the point of competition should enter should be the attractiveness, the intrinsic merit of the paper, and not its extreme cheapness.

"I bought a new paper for our spare bedroom this morning, and I only paid 5c. a roll for it," says Mrs. Youngwife to her husband. Obviously the point that gives the woman the most joy is the bargain she made, and not the worth of the article she obtained.

We don't mean to say that one may not sometimes buy as suitable a paper for a certain purpose at 25c. as a dollar would purchase; it would be useless extravagance to go in for a greater outlay than is necessary, but we do emphatically state that to buy a paper solely because it is cheap is idiotic. It's getting hold of the wrong end of the horn.—Wall Paper News.

TASTE IN CHOOSING WALL PAPERS.

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