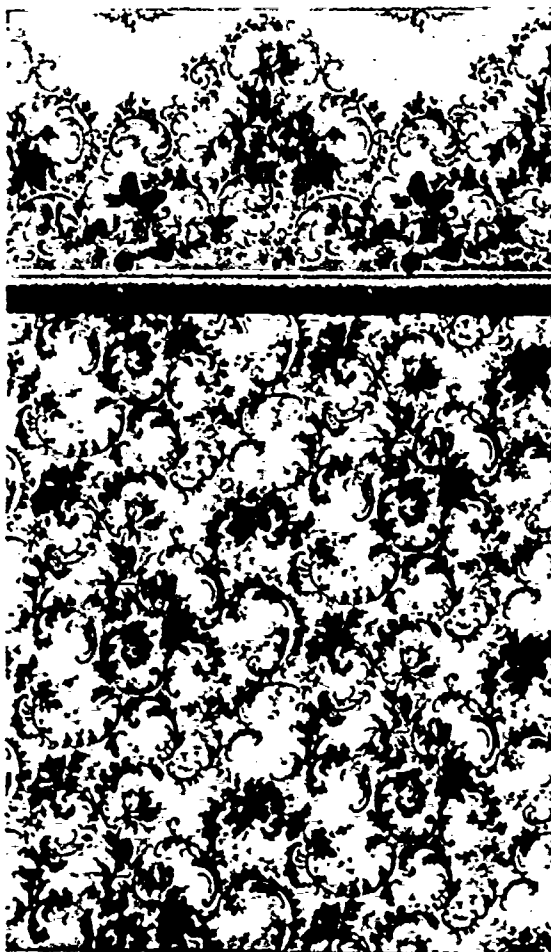


WALL PAPER

THE RETAIL TRADE.

THIS is the retailer's month in the wall paper business. The manufacturers have made their deliveries and are just doing a sorting business. Lines which have sold out early are being re-filled, but apart from this they are just getting their samples into shape for next year.

The present has been a remarkably good year in wall papers. The retail dealers have bought strongly, and the season promises well for them. The artistic designs which have been brought out for the present year's business have helped the sales greatly. There is a certain amount of business which is done regularly in staple



The CHRYSANTHEMUM PANEL, by The Menzie Wall Paper Co. Toronto. Upper pattern, 1300, lower pattern, 1304.

The colorings in these two designs are exceptionally good, and form sufficient range to make them adaptable to the popular color schemes of interior decoration in vogue to-day.

lines, but the brilliant patterns offered this year it does many sales which would not otherwise be made.

The wall paper department is one which might be cultivated by retailers much more than it is. It offers excellent inducements in the way of good profits, attractiveness of display, and easiness of handling. Moreover, in the past it has not been worked on a good, live, up-to-date plan. Now is the time to establish your business firmly. Somebody is going to take hold of it and develop it to his own profit. Why not you?

THE ART OF DECORATION.

IN many examples of modern houses and interior decoration it is difficult to find any element of art. This is remarkable, too, since there have been few periods in which so much study has been devoted to this subject. Of course art, and in this term we include the ensemble of the house interior, furniture, carpets, draperies and paper, represents the life of a people, and is not merely the result of study. The lavishness of ornamentation of one period, the classic severity of another, both give utterance to the general sentiment of the time.

So at the present time we have a real art of decoration in spite of the crudeness of some efforts. Simplicity, combined with a certain richness of coloring, has developed a principle which is suitable to the Canadian house. With a people such as we have the decoration and furnishing of the house must be inexpensive. To make it so it must be free from elaborate ornamentation, or else such decoration must be showy and tawdry—the choice has been made for the former.

Again, the life of the people demands that the house be homelike. Consideration must be given to the fact that the rooms are to be lived in. In Europe at the present time fineness of effect is being sacrificed to novelty. Native art will not permit of that here. The simplicity of the furniture must be relieved by warmth of colors in the carpets and wall paper. This is where elaboration may be developed. It is consistent with the idea of the whole arrangement, that is to say, to have the room simple, yet homelike, warm and habitable. This is true art in decoration. It comprises comfort with elegance, simplicity with decorativeness.

WALL PAPER ADVERTISING.

An exchange tells the following story: No theory is here, but just a plain statement of the way in which one of the largest wall paper departments in the Northwest advertises its business.

The year's campaign starts in early Spring. Newspaper advertising, circulars and window displays all play a part in it. Newspaper space in both morning and evening papers, English and German, is used from Spring until late in the Fall. Ads are run two or three times a week during the busier seasons of Spring and Fall trade, once a week at other times. Four to eight inches of space are devoted to advertising bargains that are bargains. Prices range from 1/4c a roll upward, with the fixed rule of advertising leaders which defy competition. Sometimes room-lots, including wall, border and ceiling paper for an entire room are offered at especially low prices.

Throughout March a wall paper circular goes into all the bundles that leave the store. This tells about the goods carried and the range of prices. A few special bargains are given prominence in it.

Last Spring's circular consisted of four pages, 6x9 inches in size, printed on a fair quality of enamel paper. The last page was wholly occupied by a half-tone illustration, showing a section of the department.

Attractive window displays of wall paper are in constant evidence during the "season." Prices are pinned on special numbered leaders of attractive patterns.

A set of large framed placards, showing samples of paper and snappy "catch-lines" on the department were stretched across the entire front of the store (the distance of an entire block), between the second and third stories, last Summer and Fall.