



WALLPAPER ADVERTISING.

The Purchaser of General Publicity is cast for a thinking part in the Advertising performance.

He is supposed to represent a "setback" upon the landscape, a distant dot, a clump of cactus, or something else equally scenic and silent.

When he does become a principal, comes down to the footlights and starts asking plain questions as to where he's at and what he's getting, he is likely to demoralize the whole drama. Incidentally, he may also learn some enlightening and theatrie truths.

When the General Publicity Advertiser begins to inquire around for results there is one solacing sop that is always ready: "Consider all the country's great Publicity Advertisers who have been long and liberally at it. It must pay them or they wouldn't keep it up!"

And there you have it: The ancient, overworked and waterlogged fallacy. The excuseless excuse and reasonless reason. The silencing shot that is supposed to puncture all criticism. "It must pay them or they wouldn't keep it up."


Remember, dear brother, that none of us, even the shrewdest financier, has discernment enough to drop all profitless expense. General Publicity though it may show up absolutely nothing in definite results is so hemmed about with suppositions and superstitions that the Advertiser frequently is led to believe that it is doing much good in an intangible way—that it is creating an impetus to be felt "later on." That it is "keeping the name up." That it is "influencing the trade." That it is doing a lot of other things—vague but beneficial.

There are scores of big National Advertisers who could not honestly tell you whether or not their Advertising investments had represented profit or loss in the past many years. Their business has advanced—or maybe it has gone back. Maybe the Advertising has done the boosting, or caused the loss. Maybe, a new selling scheme deserves credit—or blame. Maybe better prices—better service—or worse.

Good business is not always proof of good Advertising—any more than poor Advertising is always blamable for poor business.

Many a General Advertiser holds his finger on the pulse of advertising, and although he cannot feel a throb "supposed" that it is accomplishing something for the money it costs. At any rate, he knows no way to add vitality to his "printed salesmanship." He contributes to the support of the principle that "all Advertising is good advertising" and continues in the belief that some day a cumulative reward for all his investment will return, like bread upon the waters. He does "Keep it up" although he does not know whether or not "it pays him."

Wall paper, like many other things, has always been advertised in a too general form. We are certain that nine-tenths of the advertising space given to it could be utilized to a greater profit were more thought and consideration given to the possibilities that wall paper gives for really powerful pulling advertisements.



Unique and Striking
Designs, Rich Colorings
and Low Prices make

Staunton's Wall Papers

An exceedingly attractive and
profitable line to handle.
We give you goods that sell
strictly on their merits.
You will appreciate this line
when you see it.
WAIT FOR OUR SALESMAN'S VISIT

STAUNTONS LIMITED
Makers of Superior Wall Paper
TORONTO

The average dealer, when advertising wall paper, merely states that he is carrying, or has just received, a fine line of wall paper, or something similar. Usually it does not occur to him to try and interest more than a probable buyer. Then, for all the advertisement claims, the buyer is quite as likely to go somewhere else. Numbers of people need wall paper who are not aware of it. It remains for the dealer to suggest the fact with a well-reasoned argument that will create a desire for a look at his display.

Wallpaper offers wide scope to the imagination. What irresistible mind-pictures may be conjured up before the reader from the beautiful scenic and other designs that are now appearing in wallpaper, and thus a desire created that is not possible with the general form of advertising.

PLAYING CARD CATALOGUE.

Chas. Goodall & Son, Limited, London, have issued a small illustrated catalogue, showing their new card issued for the season. Every dealer in playing cards should have one of these lists, for it will assist in selling the goods. All the backs are illustrated together, so that a purchaser can rapidly pick out the cards he or she likes best. The catalogue also contains particulars about card game cabinets and other players' accessories, illustrated with cuts of the cabinets, markers, score books, etc. Write to A. O. Hurst, the Canadian representative, Scott Street, Toronto, for a copy of the list.