

## WALL PAPER AND DECORATIONS.

### HOW TO DISPLAY WALL PAPER.

**T**HIS department, as the trade knows, is always on the lookout for ideas which may be of service to the trade in general and its readers in particular. We have just seen an illustrated circular on the display of wall paper which The Watson, Foster Co., Limited, have addressed to their customers. It shows their clients an effective method to that end. The chief feature of the circular is the economical construction of display frames. Thanks to the courtesy of the firm, we here produce three of their plates which cannot fail to interest every dealer not already provided with similar material. The first plate shows a 6-foot and 4-foot frame, the actual cost of which is only 55 and 35c., respectively. The Watson, Foster Co. in their circular give details of cost and construction, and will mail the specification to any inquirer. Half a dozen such frames enable the retailer to make a showing of all his new designs. Their value cannot be over-estimated, whether for interior or window effect.

In well-equipped wall paper departments the suggestions we give are already in practice, but the great majority of stores either overcrowd their windows with a medley of patterns, or rely entirely upon their sample-books inside. Both make a mistake. In a window one should place not more than three striking patterns of different effect. Give these a chance, and while the season lasts devote the whole window to them. A background of ingrain of subdued tone and overhead concealed lights, kept burning all evening, will arrest the attention of every passer. Change these patterns every few days, always with your best class styles. Make effect, not low prices, the window feature. Equally important is the interior. The average dealer will likely rely upon his sample-books to sell goods, but during the busy season many are looking at them at once; they soon become torn, and, in any case, they unworthily represent the stock. There is only one way to display paper well. Set up a few frames, some showing combinations (see plate No. 2). Display an average assortment; leave the 5c. goods, as a rule, to the sample-books; the result will be that the better effect of better goods, in full length display, will catch the fancy which the variety seen in sample books will weaken.

Another most important point to the general store is to keep at least one dis-

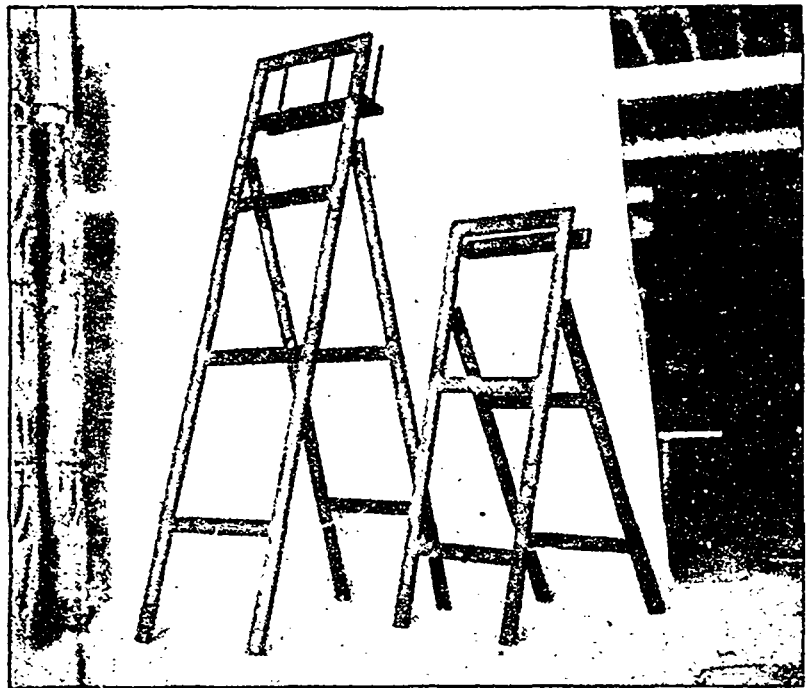
play hanging on a frame Summer and Winter, placed well forward, where every visitor entering or waiting in the store can see it. People will thus never forget you keep wall paper, and by constant changing you will effect a lot of quiet advertising and

create a continued and often unexpected sale.

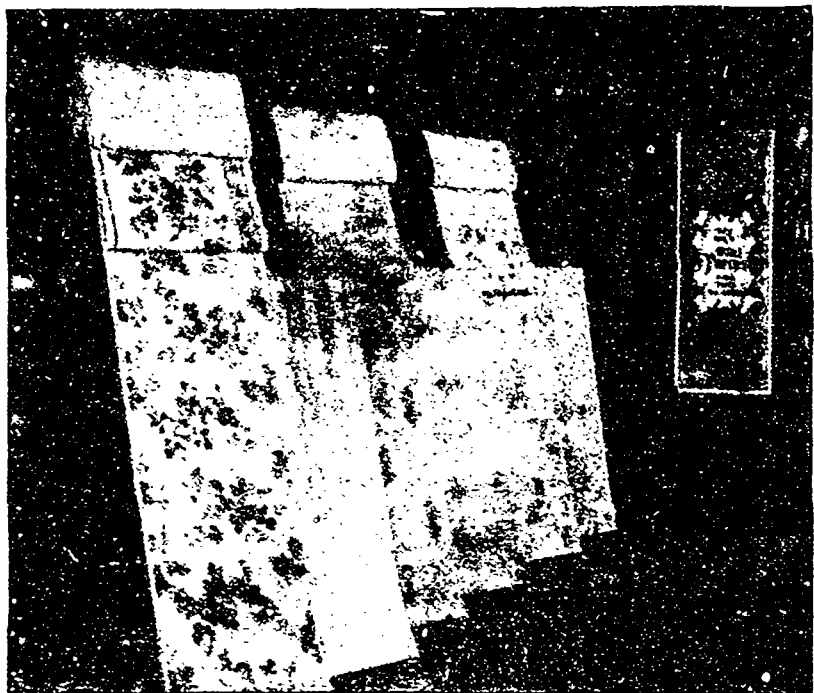
In a word, don't hide away your wall paper on June 1 as though the business were over. It isn't; it's never over. People are always approachable with effective decoration in season and out.

### WALL PAPER CHART.

Staunton Limited report there are many requests for their little wall paper chart, and highest praise is being given this little



No. 1. The Watson, Foster Co., Limited, Montreal.



No. 2. The Watson, Foster Co., Limited, Montreal.