

time required by foreign makers, and the quality of the goods is guaranteed to be equal to the very finest made in Germany. This firm is the only post card company in America who manufactures its own display stands, and since moving to the new factory, the capacity of the stand factory has been more than doubled. A new Ferris wheel stand has recently been brought out, which is a wonder. It holds 5,000 post cards, and is so constructed that an electric motor can be attached to it. It also is supplied with a pocket, for which a patent has been applied, which makes it impossible for cards to fall out in case the wheel is turned too fast, a defect which has been found in similar display stands. A special wheel and card proposition to the retail trade has just been made, which will, no doubt, interest every dealer of post cards.

SOME NEW SUBJECTS.

A supply of a new series of views of Niagara Falls and vicinity, ten in number, has been stocked by the Copp, Clark Co. These cards are real, glossy, gelatine photos, and come at \$25 per thousand. The Copp, Clark Co. are also showing a series of Tartan girls, drawn by Archie Gunn. They impersonate the different clans, and will be found rapid sellers. They also show a new line of English comics, which can be purchased at one-half cent each and will prove strong sellers at two for five cents.

Wall Paper Development

In the minds of a large number of buyers, the word "imported" often carries a great deal more significance than it is entitled to. Years ago, perhaps, this idea in the mind of the Canadian wall paper consumer was excusable. In those days Canada was looked upon, by foreigners and by natives alike, as just a mere colony—an outpost of the empire—dependent for all marks of culture upon other countries. Few but the most far-sighted statesmen could peer into the future and see Canada the Colony evolving into Canada the Nation.

Such an evolution has, however, partly taken place, while the evolution into nationhood is still going on apace. This fact is discernible in more than one direction. Distinct Canadianism is easily traceable in much of the work of modern Canadian artists and men of letters. In manufacturing circles particularly we are developing along national lines. People are beginning to realize that raw materials can be turned into finished products here in Canada to suit the most cultured demand.

In wall paper manufacturing we can hardly boast yet that we produce distinctly Canadian designs. We are influenced a good deal in this direction by the United States. But as far as the manufacturing end of the industry is concerned, we need have no fear of the competition of the imported article.

"Watch us Grow" is the motto of many a new western prairie town. The same motto might be used by many Canadian manufacturers of wall paper. For the past few years this industry has been keeping pace with the advancement of the nation generally. Plants have been greatly extended and workmen of the highest skill obtained, with the natural result of an output of the first quality and the most extensive variety. The talent of the best designers of the day is called into play every



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EVERY WANT AND A WANT
FOR EVERY PAPER.**

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ALL GOODS 16 YARDS TO DOUBLE ROLL

Stauntons Limited

**MANUFACTURERS OF SUPERIOR
WALL PAPERS**

T O R O N T O

year by Canadian manufacturers and no effort is spared to make the most of every design in the process of manufacturing.

As far as wall paper is concerned, the word "imported" will carry no guarantee of superiority over the domestic article in the mind of the discerning buyer of the present day. Just show the consuming public the lines of wall paper turned out by our domestic manufacturers, and there will be no need to haul out the "imported" article.

NEW FACTORY OF STAUNTONS, LIMITED.

Bookseller and Stationer was recently shown through the new factory of Stauntons, Limited, by the superintendent, Mr. F. D. Parmenter, who explained the really marvellous mechanism of some of the very recently invented machinery, its purpose, operation and the resulting advancements in the processes of manufacture. These machines are automatic and constitute very important factors in accurate and economical making of wall papers.

It is really a marvellous sight to see the rolls of blank paper entering one end of a massive and complicated machine, and emerging at the other end printed in beautiful colors, and then to automatically hang itself up to dry. In going through a factory like Stauntons one wonders how on earth the miles of wall paper annually turned out of this factory alone can ever be used. But it is the stationers see to that.

The new factory is of the most modern construction. It is built of reinforced concrete, is well ventilated, sanitary, and permits of manufacturing under most favorable conditions.