

moving racks where it hangs in large loops, and is moved slowly over steam pipes.

It is then carried through the main printing press, each roller printing in turn. From this it comes out with the design completely printed. Meanwhile it is dried by means of a similar process to that employed before, and then run up into the rolling machines, where it is cut off in rolls of 16-yd. lengths.

The finer grades of paper, after being printed, are drawn through a machine composed of rollers vibrating rapidly, and

attractive. If he will insist on keeping his stock of wall paper amidst a jumble of other stuff, and showing it in a confused, ill-lit corner, he will presently realize that his business in that line is not what it should be. Even though his store is crowded and small, he should yet find some means of closing off a section by means of screens or partitions in some brightly-lighted corner which he can devote exclusively to wall paper. A rug on the floor, and two or three artistic chairs set off the apartment nicely. The more artistic he can make this department the better for his business. It were a sordid person,

influenced, even though it were ever right surroundings.

great factor, and probably the principal one. At the back of all true salesmanship is the fact that we are back at the old necessity of intimate acquaintance with the wall paper. Who can speak fluently about what Mrs. So-and-So is buying for the parlor, and what Mrs. So-and-So is buying for the bedroom? At the fine points of any particular sale, the dealer is likely to make a sale than the man who has a book of samples, and proclaims that he has the one before it.

of the character of a customer is also a factor. The dealer indulged and others driven. The man who acts on what he discovers makes



styles and tendencies, but they are frequently biased in their view. If possible it will pay a dealer to have ideas of his own, derived from a personal investigation of what kinds of paper are meeting with popular approval. To secure this knowledge the trade paper is invaluable, provided it makes any pretence of a careful review of the wall paper situation.

In the second place, it would be a small town in which

#### WALL PAPER DISPLAY.

IN the wall paper section, there should be as little suggestion of the shop as possible. The customer has to be made to feel as if he or she were in home-like surroundings. If possible, the piles of wall paper in stock should be kept elsewhere, or else covered up with draperies.

At one corner of the department there should stand a display rack covered with natural colored denim. Near by are the books of samples and a few rolls of the latest papers. With this equipment the dealer should be prepared to make a most effective display of his stock.

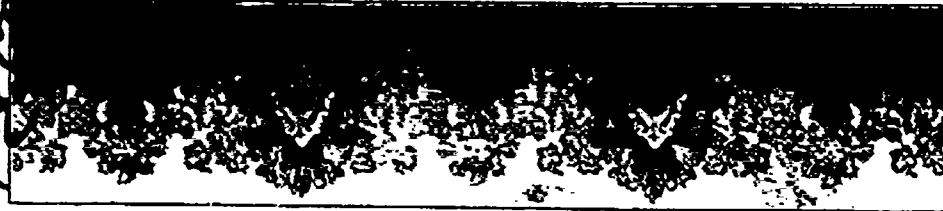
Some arrangement by which the light may be brightened or darkened is also beneficial. The dealer should endeavor to make the room correspond as closely as possible, in the matter of light effects, to the room which is to be papered.

Not a few dealers fail to realize the great possibilities of their show windows for making displays of wall paper. Unless it be in stores devoted entirely to wall paper, it is seldom that a window dressed with wall paper is seen. And yet it is comparatively easy work to make a window look most effective in this way.

From the freak window, in which the colored ends of rolls are formed into a Union Jack, or some other design, to the lavishly hung window, filled with the richest and most expensive paper, is a long call, but there is a happy medium. A few rolls of harmonious design, hung gracefully over a simple frame-work, make up as pretty a window as one would like to see, and one that is simply and rapidly constructed.

Apart from the window and the regular show-room, it must be confessed, there are few ways of displaying wall paper. The sole fact that must be impressed is that harmony is the great desideratum. No two jarring colors or designs must be allowed to come into close proximity to one another.

A little fact worth noting is the use that may be made of the pile of rolls of paper when they arrive. Heap them up before the store and prepare a big card. On this card write in large letters as many facts about the shipment as possible. This will attract attention.



Ingram Friese manufactured by Staunton Limited, Toronto.

did not boast the presence of some individual of rather superior artistic tastes. If possible the services of this person might be enlisted at the buying time. It would seldom be necessary to pay for such assistance.

Thirdly, most towns have certain houses which are decorated after the latest styles, and which are consciously or unconsciously imitated throughout the town. If the dealer can show goods "very much like Mrs. So-and-So has in her drawing-room," he is more likely to sell them, than if he could not institute any such comparison.

The advantage of having a harmonious stock must be emphasized. There must be no discordant note, when the dealer shows his series of papers. The customer must be assured of the fact that his selection is tasteful and correct, and has not been made in a haphazard manner.

Lastly, the dealer should always have a full stock on hand. He must never be caught at the sag-end of the season with his stock low and consequently with a poor supply of papers from which to make a selection.

#### HOW TO SELL WALL PAPER.

ONE of the chief requirements in making sales of wall paper, after a careful selection of stock has been made, is that the goods be properly displayed. A great deal depends on environment, and a dealer cannot spend too much in making his wall paper section bright, comfortable and