

GOOD ADVERTISING

The Editor of this Department will Answer Questions on Advertising and will Criticize Advertisements which may be Submitted to Him.

SPRING WALL PAPER ADVERTISING.

BY ARTHUR CONRAD.

AS I was looking through an advertising journal the other day, I came across an article purporting to outline a campaign for a wall paper dealer. Realizing that to many of the readers of Bookseller and Stationer the wall paper department is a profitable branch of business, I paid some attention to the article.

In the first place, the writer of this article premised that "the majority of dealers who sell wall paper only take care of what trade comes to them voluntarily." That is to say, as I understand it, few wall paper dealers advertise. This may be the case in the country where that writer resides, but I believe Canadian dealers are pretty free users of advertising space.

To prove this I picked up at random some sixteen newspapers, nearly all of them currently called "country weeklies," and published in towns and villages. In a dozen of these papers were to be found special wall paper advertisements, the largest running six inches double column. Of course these were not all booksellers' or stationers' advertisements. They averaged up fairly equally, one druggist and one general dealer to one book-seller and stationer.

Resuming my reference to the article quoted, the writer laid emphasis on the attractiveness and completeness of stock as the strongest point of argument, leaving price talk to a secondary place. Let us see how this applies to the campaigns conducted by our Canadian dealers.

George Porter, of Goderich, in a neat five-inch single-column advertisement, says: "We are showing in great variety very artistic 'Imported' wall paper, for drawing room, library, hall and dining room, also a number of select designs for bedrooms in dainty stripe and floral effect, etc. Several new and very pretty designs in French and English washable tiles for lavatory, bathroom and kitchen, etc." The general atmosphere of this advertisement certainly tends to impress the reader with the attractiveness of the stock.

In W. J. Stephenson's advertisement in the Wetaskiwin newspaper is to be found merely an announcement, neatly composed it is true, but not making any particular statements about the beauty of the goods.

C. B. Scantlebury, of Belleville, in his advertisements has taken up the greater portion of the space with an announcement of his ability to do paper hanging and decorating. The reference to wall paper itself is very brief.

Ebert's Bookstore, at Port Elgin, takes up three inches double column to invite customers to drop in and see the latest designs and beautiful patterns in wall paper. As an announcement card this is all right, but again there is an absence of any elaborate description of the paper.

Knowles & Co., of Windsor, N.S., insert a breezy advertisement in their local paper "Room, room, still room and lots of rooms that should have their bare and

unsightly walls covered. We can help you do the job and make these rooms a thing of beauty, if not a joy forever; do you doubt it, then hasten to our paper emporium, and see what an up-to-date and natty stock of room papers and borderings we have selected from the output of one of the best manufacturers. We have them in all patterns, and in colors from the blush of Spring to the deepest tints of Fall. Keep the rolls a-rolling."

S. R. Rudd, of Arnprior, says: "Our wall paper for Spring, 1906, surpasses anything we have shown in variety, designs and colorings, bought right from the largest

New Wall Paper

WE are showing in great variety, very artistic "Imported" Wall Paper, for

Drawing Room,
Library,
Hall and Dining Room

also a number of select designs for Bedrooms, in dainty stripe and floral effect. These Papers are all borderless and range in price from 15c to \$1.00 per single roll.

Several new and very pretty designs in FRENCH and ENGLISH

Washable Tiles

for Lavatory, Bathroom and Kitchen. Price per single roll 35c.

Canadian Wall Papers

Large shipment just arrived, choice patterns, ranging in price from 5c per roll up to 25c.

Telephone No. 100 **GEO. PORTER**
Court House Square, Goderich.

A SAMPLE FROM GODERICH.

manufacturers in Canada and the United States." This might be all right if we knew what sort of stock Mr. Rudd had before.

I haven't space to refer to the other advertisements. They nearly all are merely announcements.

The result of this brief review shows us that Canadian dealers are beginning to take space in their local papers, but that they have not got very far forward in skillful ad-writing. Next season I hope they will do something towards interesting the public in their wall paper designs.