

their patterns from a machine. In the hand-work each of the colors, except, of course, the background tone, is put on separately and applied by a hand block. The process gives that clear-cut appearance by which the flowers, for instance, seem to stand out from their surroundings. Some of the most beautiful of the drawing-room papers are those with delicate-hued flowers against a white background with the more antique effect. Heavy gros grain white silk may be the suggestion offered by another paper, where the dainty blues, pinks and yellows in which French papers revel, appear in an ascending strip. Still a third shows a satiny background in such perfect imitation that the eyes are well deceived.

But not even all the parlor papers are light and airy. The return to dark colors has made a dark toned red paper, red in the background, a still deeper and more velvety red in the floral design, a favorite. The heavy embossed papers, which are the most expensive of all, show a marked preference for rococo designs, although conventionalized patterns are no mean seconds.

The more you study the subject the more reason you will find for rejoicing that modern art has taken up the subject as a fruitful one and has helped to develop wall paper from a conspicuous piece of ugliness to a thing of real beauty. Some of the modern art designs use green and red against a background of white, the natural green of the leaves and the red of the flowers standing out from the green of the stripe.

Many of the very large floral designs are intended for what is known as the "upper third effect," the lower portions of the walls being covered with an unobtrusive paper, and the large roses coming into the frieze. Sometimes the lower walls show a plain striped paper, and in that case the stripe is carried on up and into the frieze, where it meets with the entwining flowers.

Papers finished to look like leather, as well as those finished to look like denim, are not exactly novelties, but they have a steady sort of popularity. These, of course, are extensively used in dining-rooms and libraries.

One of the striking new papers is a most artistic maze of flags in green and red against an ivory ground. Even those who rebel against the large-figured designs are forced to own up to an unwilling admiration for some of the very boldest.

The Qu'Appelle Drug and Stationery Co. Qu'Appelle, N.W.T., has gone out of business.

Miss Aurelia Patty, dealer in stationery and fancy goods, Ottawa, has opened a branch on Dalhousie street.

## A DEPARTMENT STORE'S BOOK COUNTER.

A New York Authority on How it is Run

AS the regular dealer suffers from the competition of the department store, it will interest him to know the principles on which this competition is based. An authority in New York has just published an account of the book counter in the modern department store. There may be some hints for live Canadian dealers in it. He says.

"The bookstore should be prominently and conveniently located. Its shelves and aisles and counters should not be cramped for room. Its customers must have full opportunity to examine what is offered and seek what they desire. Classification and arrangement should be carefully studied. The poems, the fiction, the standard reading should all have their fixed places.

"Two thousand dollars is sufficient to invest in a book department at the start. This will provide a splendid line of standard reading in miscellaneous bindings and at various prices. It is best to steer clear of flimsy and tawdry bindings. While they may at first prove popular at the price, in the long run they do not prove a good investment. Good customers would rather pay a trifle more and be better pleased. Provide a line to sell at 15c., another at 25c. and one at 50c. This will give you a selection of choice literature which will include most of the standard titles. Do not buy too heavily of poetical works, but make sure the copies you do buy are complete.

### BUYING NEW BOOKS.

"Your best efforts, however, should be directed towards a generous supply of the new books as they appear. This is the most arduous task of book-buying. You must be careful and conservative. Authors write, apparently, by machinery nowadays, and new books are turned out in constantly increasing numbers. Hence the buyer must make himself thoroughly posted.

"Read carefully the reviews in the best literary publications—you will soon gather a clear idea of what will sell. If a book seems destined to enjoy a phenomenal run, buy plenty of copies, as quantity very frequently regulates the price. Here is where comes in the advertising afforded by a book department. Sell such publications at cost or only a trifle above cost. The bookman who sells \$1.50 publications at 90c.—popular successes, such as 'David Huron,' for instance—naturally creates the impression that his store is a very desirable one at

which to trade. Such offerings will attract the better and wealthier element, who you will find are good to tie to, especially around the holiday season, when their book purchases are heavy.

### SALESPeOPLE MUST BE POSTED.

"Your salespeople should be thoroughly conversant with the merits and demerits of these new publications, in order that they may talk intelligently of their contents. If your salespeople have literary instincts, a love of books and the ability to communicate their own enthusiasm, your department will thrive and grow, with incompetent help you might better ship your books to the Filipinos.

"In the midwinter season, following the holidays, particular attention should be directed toward a general cleaning-up of stock, weeding out the odd volumes and those which have become soiled or injured through handling. This will provide the ammunition for a sale of "soiled books," and will prove a splendid stimulant to what would otherwise develop into a stagnant season.

### SUMMER BOOKSELLING.

"Books, like dry goods, have their season. With the birth of the Spring bonnet comes the invasion of the paper novel, so close to the heart of the damsel who lolls in the hammock and basks in the sunshine on Summer days. Let your stock of bound books (barring the new copyrights) run down as low as possible during the Summer months, and give the bulk of your attention to these paper goods. They are trade-winners and money-makers. I have seen 3,000 of them sold in a single morning.

"It is necessary to carry four lines at as many different prices, from the 5c. to the 50c. ones. Many of the copyrighted books are now published in paper at 25 and 50c., and these it is necessary to have if your assortment is to be complete. Limited editions of some of the best books are now published in this form.

"I would not advise the average book department to attempt the introduction of classical literature, text books and the like, though it is well to have at hand a complete list of these for special ordering. The infrequency of the sales in this particular line will not warrant the tying up of any considerable amount of money in them or the expenditure of any of your employees' time.

"There should be a generous supply of