

WALL PAPER AND DECORATIONS (Continued.)

once over, and the fiscal policy of the country settled for the next four years, there will be a great rush of orders; should such be the case, we may expect to hear of factories running day and night until March or April next, and it is doubtful if even then all orders will be filled should the demand for goods be anything like what it was last season, when over 150,000,000 rolls were printed in the United States. Of course, last season's output was abnormally large, and it is hardly likely that the trade will require as many goods this season.

It is unfortunate that such a large percentage of wall papers used in the United States and Canada should be of the very cheapest grades, on which there is little, if any, profit to manufacturer, jobber or dealer. The large number of new factories that have recently sprung up in opposition to the National Wall Paper Co., and the desperate fight for trade between the "Company" and the outside factories has resulted in the production of certain lines of papers termed "push goods," which are offered at prices that a few years ago would have been thought impossible. It is natural that when a low price is the only object, everything should be sacrificed in order to cheapen production, not only in materials, but also in design, which represents an important part of the cost of goods; the object being to produce cheap print rollers without regard to the artistic merits of the pattern when produced. These very cheap goods, therefore, tend to lower the whole tone of wall paper decoration, so that instead of being an embellishment, wall paper of this class becomes merely the cheapest material for covering dirty walls or preserving shaky plaster a little longer. Dealers should handle as few of these cheap goods as possible, and by pushing the sale of the better grades (not necessarily expensive papers) put more money in their own pockets besides giving better satisfaction to their customers.

An exchange reminds the trade that "zinc wall paper" is the latest oddity, and says that several residences of the highest class now building will be equipped with it. Zinc wall papers are prepared by a new process, so as to exactly resemble marble. The most beautiful varieties of marble are imitated in such a manner that the imposture is only detected after a close examination. The zinc is attached to the wall by a cement invented for the purpose. The surface of the zinc is enameled, so as to render it permanent and washable. It is claimed for this new departure in decorative material that, while it is as permanent as tiles or marble, it is much cheaper, and can

be as easily put on as ordinary wall paper. It can be applied, too, to any surface, whether flat, broken or sound, and any beading, etc., can be embossed on the metal to complete a design or panel.

WALL PAPER NOTES.

The wall paper business in Western Canada, which has been rather dull all summer, has revived somewhat, and a good many nice contracts for interior decoration have been let, and dealers are looking for a good fall business. One good feature is, that high-grade papers are being freely used.

NEW MANAGER OF THE ART AMATEUR.

MR. CHARLES WELSH, who has recently come to New York to take charge of the business management and assist in the editorship of *The Art Amateur*, has had, says *The Publishers' Circular*, a long and varied career as a publisher and litterateur, and has special knowledge of the literary taste and requirements of the public on both sides of the Atlantic. Although scarcely 45 years old, he has had over a quarter of a century's experience of books and bookmen. At the age of 18 he was assisting the publisher of *The British Trade Journal* and reporting on the machinery at the various agricultural exhibitions, a task for which his previous experience in the Southeastern Railway Factory had fitted him. Two years afterward, when Henry S. King, after his separation from Smith & Elder, founded the house of Henry S. King & Co., now known as Kegan Paul & Co., he called Mr. Welsh to his aid, and for 7 years he worked side by side with that gentleman, assisting at the birth of *The International Scientific Series* and many others, some of them less fortunate ventures, of that enterprising publisher, and coming in contact with all of the literary celebrities who found their way to the famous publishing house in Cornhill. On the death of Mr. Griffith, of Griffith, Farran & Co., of the historic book-shop at the corner of St. Paul's Churchyard, Mr. Welsh joined his fortunes with the remaining partner, and after managing and developing the business for seven years was made a partner. It would require more space than we could command to tell all that he did for the old firm. He himself is its historian from 1744 to 1800, and one day, we believe, he intends to continue it. He is probably the best living authority on juvenile literature, both of the past and the present century, and his "Notes on the History of Juvenile Literature," contributed to *The Newbery Home Magazine*, are of the highest value and interest, and may one

day see the light in book form. Most American publishers visiting London have made their way to Mr. Welsh's office at some time or another, and when four years ago he made his first visit to America, he found a warm welcome awaiting him. Some of our readers may recall his appreciative article, which he wrote in *The Bookman* on his return.

GERMAN VS. BRITISH MANUFACTURERS.

Much is being said about the German manufacturers running away with English trade. The figures published by the Board of Trade entirely contradict this statement. This year British exports to Germany increased $7\frac{1}{2}$ per cent., while imports from Germany increased only $4\frac{1}{2}$ per cent. In 1895 exports to Germany increased 16 per cent., while imports from Germany remained stationary. So we see that the British manufacturers both years have more than held their own. It is to be noticed, however, that the difference in the trade of the two countries is less in 1896 than in 1895. This means that Germany has gained some ground during the past year.

A BOOK FOR CHILDREN.

It is a little whimsical perhaps to assume that Mrs. Mabel Osgood Wright, when she gave the beast and bird characters in her new story "Tommy-Anne" their Indian names, knew that the book would come to the children on just such a perfect Indian summer day as greeted its publication last week, but certainly nothing could have been more fitting. It would seem that it was appreciated also, for the first edition (not a specially small one since the number of copies reached more nearly two than the usual one thousand) scarcely outlived the day of publication, and a second is being prepared as rapidly as possible. Such a report is precisely what one would look for and quite in the line of the expectation voiced by this month's *Bookman*, that the story would be "one of the most attractive books for children." It is published by the Macmillan Co.

HOW TRADE IS KEPT.

We have lately noticed five or six printed catalogues, booklets, cards, slips, etc., which Messrs. J. & J. Sutherland, of Brantford, are accustomed to send out to their customers containing announcements of new books, new goods, etc. The printed matter is very tastefully got up. The reading matter is terse and to the point. Without having heard of the results of this sort of advertising, we are prepared to hear that the trouble and money it costs are repaid to this enterprising firm. It will keep trade at home and the name of the firm before the local consumer.