

WALL PAPER AND DECORATIONS (Continued.)

tomers' selection, petty margins of profit will certainly not avail. The average lady customer is leisurely in the extreme when it comes to selecting wall paper. Somebody's time is being consumed in awaiting her pleasure, and if time is really money, the customer should certainly pay for it. For that reason a sufficient price should be required to cover all these points and yet leave a pretty profit margin.

"There are two price-reducing elements in this business as at present conducted. Both can be permanently removed. They are, in the order of age, job lots and push goods. Most people are willing to admit that without them much of the present discontent in the business would be unknown.

"Theoretically, a job lot of wall paper in the hands of the manufacturer represents the slight surplus of manufacture over the number of rolls really ordered. The matter of a few hundred rolls extra on a low-priced paper is of too small moment to receive much attention in a factory. But when the job production is intentionally increased, then the matter becomes more serious. It has been hinted pretty plainly that in the pool days, when jobs became an important factor, most factories found it convenient to grind out jobs by the ton, to their temporary

advantage, but to the ultimate detriment of the business. The little sent to South America wasn't a circumstance to the immense volume dumped on the domestic trade. After the formation of the trust, President Burn issued a circular in which it was promised that there should be no more jobs. Some good promises are broken, and that "some of them. Last spring the market was flooded with trust jobs, probably in greater measure than ever before, and prices were apparently left to the buyer to decide. Trust and non-trust had their job lots, but it would have been better for all concerned had they made a pretty little bonfire of the whole pile out in the Hackensack meadows.

"A recent innovation was the push pattern, introduced by the trust to convince the people that Broome street controlled the business. When the plan became known every outside factory had its push patterns inside of an hour. In most cases a good paper was cut in price to meet some other factory's price, and the average dealer who bought it did it to club his neighbor's price. Great scheme. But who was benefitted? If anybody, the dear public, but they don't thank you for it. In every town of 5,000 inhabitants or more will be found two or more people who sell wall paper, either as

decorators, carpet dealers, druggists or stationers. In every stock will be some of these piratical push goods; most stores will have at least 10 per cent. of their space devoted to them; many will give a greater proportion of attention to them, and in some of the larger cities it sometimes appears as if the bulk of the business were done in these goods. Where's the profit?

"If the dealer really prefers to see a profit on every roll of paper that goes out of his shop, it is easy to say so. We believe he will find the manufacturer a ready listener. What would be the result if a thousand representative dealers should declare themselves as opposed to job lots and push goods? How many manufacturers would have the nerve to ignore them, even if they were so disposed? This is certainly a matter which interests the dealer as much as anybody, and the remedy for the evil seems to be within his own control."

TRADE IN THE STATES.

The wall paper trade in the United States, says Painter and Decorator, has been very dull so far this season, not much more than half of the usual orders having been placed with the manufacturers. It is thought that the uncertainty as to the result of the presidential elections has been the chief cause of this state of affairs, and that the elections

WALL PAPER

FOR THE SPRING TRADE

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