

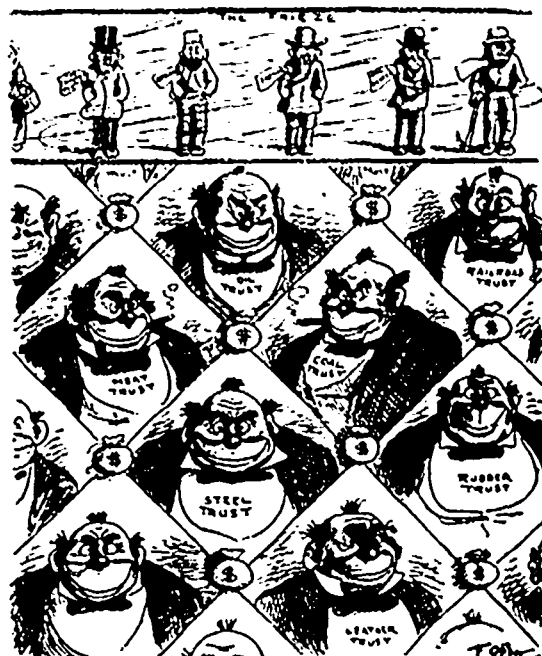
WALL PAPER DEPARTMENT.

IN the March number of the BOOKSELLER AND STATIONER it is the intention of the editors to make a special feature of the wall paper section of the retailer's business. Brief and comprehensive articles will appear dealing with the wall paper department in all its phases. The establishment, the equipment and the management of the section will in turn be treated and there will be additional technical information, which should be of the greatest services, not only to those contemplating the opening up of such a department, but to those who already conduct one. The number will in fact be a wall paper edition of the BOOKSELLER AND STATIONER.

Stauntons, Limited, are issuing a very useful booklet, called "The Reliable Wall Paper Chart," in which, besides useful general information, is a table giving the number of rolls required for any sized room. The book will be sent to any one asking for it.

The craze of the Yankees for "something new" has developed so much rivalry between the different wall paper manufacturers, that, in their attempt to "catch" trade, they are producing some of the most grotesque and ridiculous designs. And yet, strange to say, many mills are working night and day on patterns that are only fit to be preserved in the museum of some centuries in the future, to illustrate the tendency of the twentieth century. One of these popular blemishes is a wall paper printed with what are supposed to be progressive shades of a color, but the more progressions that are omitted the better the effect seems to please. When a jump is made from a shade of purple to a shade of green the result is rather startling.

Manufacturers report that the Spring trade this year was exceptionally good. A demand for better goods was a prominent feature, resulting in gains to the consumer, dealer and



Wall Paper Design for Trust flagnates.

manufacturer. Deep, rich colors were in special demand while stripes of different patterns were favored by the trade.

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