

Wall Paper

Many New and Beautiful Designs for the Fall Trade.

One of the latest and most important developments in Canadian wall paper manufacturing circles, is the varnished tile designs now being turned out. These are the washable goods so extensively used for papering the walls of bathrooms and kitchens. Up to the present time these goods have been imported very largely from the United States, because they were not manufactured in Canada. A duty of 35 per cent. was therefore added to the wholesale price, which naturally resulted in somewhat limited sales. But now the same goods, in all the very latest tile effects, plain and fancy, can be obtained from domestic manufacturers.

Leatherette Effects.

One of the handsomest lines being shown for the Fall trade, is the embossed leatherette. This line is manufactured in a variety of designs in many of the sombre leather-like tints. Its general appearance is that of fine embossed leather.

Inlaid Pearl.

Another design which bears a promise of great popularity is the inlaid pearl. The design itself is a conventionalized flower and leaf, on backgrounds of a large variety of beautiful tints. The feature of note about it is that the design is a striking imitation of inlaid pearl.

The tendency is growing stronger year by year to give household surroundings as strong a touch of outdoor nature as is possible. This desire on the part of the public is being catered to by the wall paper factories. One of the latest natural designs is the "forest effect." The design consists of masses of branches and foliage, in dull finish, which gives the impression of a natural woodland scene. It is printed in colors suggestive of the seasons. Closely allied to the forest effect is the "cloud effect" ceiling. This design is a representation of fleecy clouds drifting across the sky. Such an unique and well-carried-out design deserves great popularity.

Scenic Borders.

The popularity of the Dutch scenic borders in recent years, has amply justified the continuance of that form of border decoration. Among the new borders for the Fall trade, the "Bay of Naples" in conventionalized form is worthy of note. Blue sky, delicate purple mountains, a stretch of blue water, groups of white, sunlit buildings,

and clumps of tall, graceful trees, make a very beautiful and harmonious design.

The requirements of space forbid detailed descriptions of all the high-grade specialties which are now being, or shortly will be, introduced to the trade by travelers. Textile effects, trellis work in silver, silver block effects, silk stripe, shot silk ceilings, moire and lily effects—all deserve great popularity. Worthy of special mention is the "duplex two tone" line. This is an overlay paper of great strength and beauty, printed in an elaborated fleur de lis design in plain gold, upon backgrounds of green and blue shades. The design is a model of chaste simplicity.

Burlaps.

Imitation burlaps are a very useful design. They are made in all the shades of the genuine article, and, when a comparison was made from a short distance by Book-seller and Stationer, of the real and the imitation, the difference was almost undiscernible.

STAUNTON'S

New

Wall Papers

[For 1908]

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