

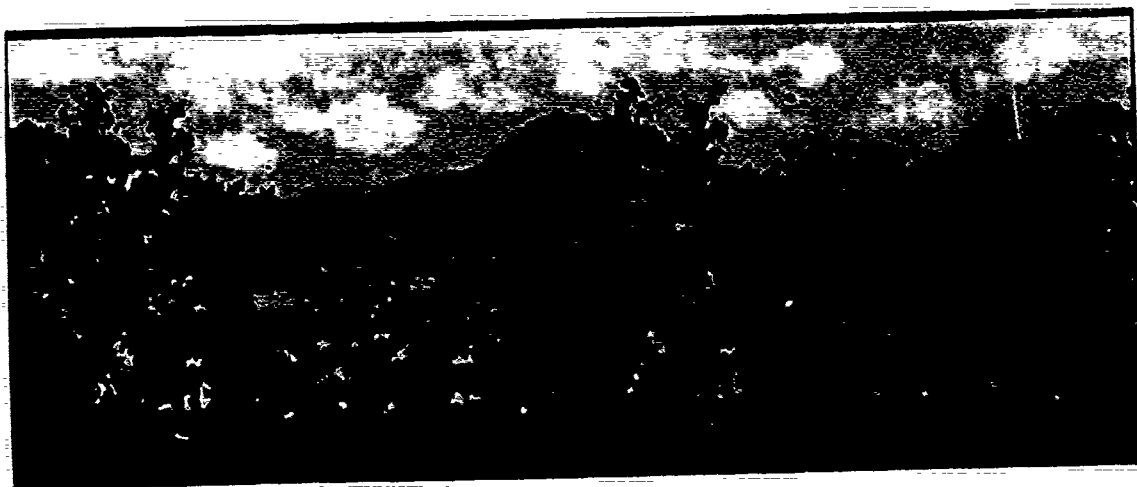
## WALL PAPER

SAMPLES of wall paper lines for 1906 are now before the trade, and in beauty of design and fineness of coloring they far excel anything which has been attempted before by Canadian manufacturers. A mere glance at some of the large variety shows conclusively that the wall papers which are now being offered to the public by Canadian manufacturers are fully up to the standard of the best product of the American mills. The local wall paper manufacturers have been gradually crowding out the American papers, and it would seem that this year, with a large and better display of patterns and increased facilities for making prompt deliveries, importations of foreign papers would reach a minimum. In 1903 the total imports were \$217,731. In 1904 these were reduced to \$188,330. On the other hand, our exports of wall-papers have steadily increased, having risen from \$26,769, in 1902, to \$49,862, in 1904. Considering the large bulk of the paper-hanging business, its transference to Canadian hands is a matter of congratulation. At no time have the local mills been able to turn out such varied and high-grade papers as now, and

manufacturers' assortment. Besides the reds and pinks which enter into the floral patterns, and there will always be an abundance of these, there are many artistic patterns in green. For dining-room decoration, too, the rich reds are shown, and will undoubtedly have a strong season again. Warm colors are particularly desirable for living rooms, and no treatment has been found so cheerful and homelike as schemes into which red enters as an important part. In choosing wall paper consideration has to be given to the purpose to which the room is to be put. The decoration of a dining-room is not similar to that of a drawing-room.

### Silk Stripes.

Prominent among the features of the new samples are the silk stripes, which have been greatly improved and developed over previous efforts. This class of treatment gives an unusual richness to the paper, particularly in the embossed work. The artistic effect of the upper third treatment can be accomplished admirably with this paper.



No. 551—Landscape Frieze The Watson, Foster & Co., Limited.

A very beautiful and realistic effect in scene decoration, matches all Ingram shades, a variety of stripe-papers, and, in fact, may be used in anything of self or match coloring.

with these advantages the progress of the business should be assured.

### The New Designs.

A striking feature of the new samples is the return to the simpler, more delicate colorings and patterns. After the richness and wealth of flowers and foliage which characterized the papers of the present year, the change is decidedly agreeable. The whole display is marked by pleasing and artistic effects, and the demand for the better grade wall papers should be proportionately increased.

Brown is the color which is most shown. The fashion for this color has been running through the whole field of dress and art and its adoption in decorative wall coverings is only the natural outcome of this condition. The designs which have been worked out in different tones of this color show the utmost originality of conception and beauty of development. They lend themselves readily to artistic schemes of decoration, being especially effective in silk stripes and heraldic designs.

Not that it is going to be an exclusive brown season, on the contrary, there is a great variety of colors in the

Never before has such a strong effort been made to make artistic decoration possible. Matching all the patterns, plain papers may be had to use on the upper third. The superiority of this as a treatment for wall coverings is now recognized among experts on art-decoration. The recognition of this principle by the manufacturers will aid in the sale of good paper. The object of manufacturer and dealer alike, should be the cultivation of the public to the use of a higher class of wall paper. The only way to do this is by suggesting lines of decoration. People are quick to adopt anything which will improve the appearance of their rooms, and it should be the work of the dealers to develop this decorative and artistic feeling in the public.

### Heraldic Designs.

Heraldic designs will play a prominent part in the wall paper business of the next year. There is a distinctiveness about the patterns which appeals to a larger class of buyers. The designs are worked out in brown, gold and silver, and make a striking and attractive wall covering. With these, too, are supplied plain papers to complete the upper third of the room.