

WALL PAPER AND DECORATIONS.

BOOKSELLER AND STATIONER had an opportunity the other day of inspecting some of the lines already sampled by Watson, Foster & Co. for the season of 1896-97, and they were well worth inspection. The firm is coming out strong this season in medium priced goods, their list of these being more extensive than ever, showing some remarkable values. In fact, certain lines show better value in comparison than anything they have ever offered to the trade. Another point that particularly struck the eye was the effects in both blended and clouded friezes, and also the fine finish on the gilt papers. However, more will be said of the firm's samples in the next issue, when they will be sampled in full and the line be complete.

Owing to the death of the late foreman of Watson, Foster & Co., T. A. Dunn, Mr. Foster paid a visit to New York, where he was successful in securing the services of Mr. Leach, late with the National Wall Paper Co. This gentleman is considered one of the leading colorists and factory managers of America. The results of his experience and ability will be noticed in the appearance of the new season's goods, especially in the better grades.

Colin McArthur & Co.'s travelers are now out on the road in some sections with their new lines of samples for 1896-97. They are now calling on the trade in the east and will work their way west by the middle or end of the present month. The firm have gone to greater expense than ever before in endeavoring to place before the Canadian trade a set of samples equal to anything that will be shown to them during the coming season by any New York firms. Their color workers have been busy during the entire three months just concluded, devoting special attention to the concern's blended effects in wall paper. These are entirely new and are a novelty which should meet with the approbation of the trade.

Colin McArthur & Co. have submitted their new lines of samples to some of the largest wholesale buyers in the larger centres. These have expressed pleasure at the goods shown for their approval, and the fact that, without soliciting, the latter have already placed large orders for the new season, speaks forcibly for the merits of the goods. When houses order at once, without waiting, from 40,000 to 50,000 rolls, the goods evidently suit them.

Sampling with M. Staunton & Co. is almost completed. The travelers will start out on their respective trips east of Toronto June 15th, and west of Toronto July 1st. They are one and all enthusi-

astic in praise of the new line and look for largely increased orders. Twelve salesmen will cover the ground from Cape Breton to British Columbia, so that the trade may be visited early. THE CANADA BOOKSELLER AND STATIONER will be given an opportunity of looking over the samples during the next fortnight and will give its impressions in these columns in the July number.

The spring trade has been most satisfactory with M. Staunton & Co., the repeat orders received being larger, both in numbers and value, than during other seasons.

Maisonneuve has passed a by-law granting a bonus of \$9,000 and tax exemption for 20 years to Messrs. Watson, Foster & Co. for a wall paper factory.

Friday evening, June 5, the employees of Colin McArthur & Co. (wall paper) sat down to supper in Beatty's hotel, St. James street, the occasion being that of entertaining one of their number, Mr. James Glover, who is about to become a benedict. After supper the chairman, Mr. O. J. McArthur, on behalf of those present, presented Mr. Glover with a neatly filled pocketbook, after which a pleasant hour was spent in toast and song.

This is the season of the summer house, and it is just at this time that the wall paper man has his innings. The very lightest kind of draperies, etc., are desirable. This gives the paper man and decorator a chance at the mural work in adorning the walls and ceilings so that the rooms may have a home-like and furnished appearance. Decorators and retailers, no doubt, make the most of their opportunity, but the enterprising dealer who takes the care to have the right assortment of stock ahead for this season is the one who will secure the most orders. Are our retailers taking advantage of this opportunity? If not, why not?

A NEW DECORATIVE EFFECT.

Mr. Williamson, of Colin McArthur & Co., has been making some interesting experiments with a new decorative illuminant, the essential for which is sulphate of zinc used in a special way. According to *The Wall Paper News*, it is the discovery of M. Henry, a French savant, who has revealed the power of sulphate of zinc to absorb sunlight and give it back in the dark. Poudre de riz made with this mineral gives a soft luminosity to a fair young face. A lady cyclist dusted all over with this powder is in herself a lamp on a pitch-dark night. The luminous pigment is not liable to be spoiled by damp, by carbolic acid, or by any weak acid. It resists rain if united to some strongly adhesive body. There is a house

in the Rue de Longchamps, Paris, where a windowless set of rooms is lighted with it. The lady of the house receives there her friends at "five o'clocks." The apartments seem bathed in moonlight, the curtains as if studded with glowworms, the ceiling scintillates. The furniture looks as if rubbed with phosphorus. The play of this light on colored objects gives one the impression of Aladdin's underground palace. Often they take the rich, glowing tones of the topaz, ruby and emerald. This powder does not lose its brilliancy if used in starch or size. A black dress trimmed with lace made luminous by it is more than bewitching.

TENDENCY OF INTERIOR DECORATION.

It is a recognized fact that the present mode of decorating the interior of our homes dates from the Centennial Exposition, when the artistic tastes of the American people were aroused by viewing the united productions of the world in this branch of art.

Another marked period of advancement will be realized as dating from the Columbian exposition.

As there was a marked change in the treatment of interior decorations from stripes, tints and panels, to dados, friezes, etc., at the time of the Centennial, so there now is a growing demand, rapidly spreading over the country, for the treatment of walls and ceilings by covering them with fabrics, thus forming a permanent ground, on which new and beautiful effects in the decorator's art can be produced.

Heretofore, the decorator has not been able to obtain materials suitable in every respect to produce satisfactory results, and has experienced a great deal of trouble in using the burlaps and other fabrics, as they were not prepared especially with a view of being pasted, and would show joints; neither would they take distemper or oil colors equally well.

Where unfilled goods have been used, the decorator has had to do this part of the work after the fabric was put on the wall. The mode of doing this and the materials have both been expensive and vexatious. Where filled goods were used, it has been found that the ingredients of the filling were such as were not calculated to stand the treatment of paste on one side, and distemper color on the other, often resulting in the joints opening, and even the fabric peeling off.

We have spent several years in perfecting a filling and coating material for other lines of goods, which differs materially from methods heretofore used, and our product, having been noticed by a practical decorator, who recognized at once that it would overcome the difficulties experienced in the application of the materials he had used heretofore, we were by him led to perfect this line of decorator's fabrics.—From *Points on the Preparation of Walls and Ceilings for Decoration*, by H. B. Wiggin's Sons.