

## Wall Paper and Decorations.

### PUSHING U. S. WALL PAPER HERE

**D**URING the last month or two we have heard some discussion re the new invasion of the Canadian market by American wall paper. Two or three American houses have sent circulars to the trade offering, apparently, great inducements in the way of flat prices—that is, one price for the pattern combination. Papers as low as 2c. are emphasized with a view of suggesting general low values. We have made some inquiry re the effect of this, and find that the well-posted Canadian buyer has not been influenced. There was a time several years ago when Canadian papers had not attained the excellence of to-day, but since then our manufacturers have made such a successful study of the wants of the trade, and have catered to it both in style and designs, colorings and prices, that no dealer is likely to risk his trade by the introduction of a class of stuff which, as a whole, is in pattern unsuited to replace that which has increased his trade in the past.

Concerning value, a simple calculation will show our home papers to be on an average of 15 per cent. cheaper than the "push" goods at flat prices of the American firms referred to, while a loss of 5 per cent. interest on the cash outlay of 35 per cent. duty must also be debited to the latter.

Take, for instance, a Canadian 5c. gilt made on very superior grounded stock and with No. 1 gold. It shows 18 per cent. based on 100 rolls in combination, and this against American flat rates. Even 3½c. combinations show 15 per cent. in favor of Canadian paper. It seems to us that the great hope of those very few American houses who are offering goods on this system is based on the "sprat to catch a whale" policy, i.e., that of offering 2 and 2½c. quotations as opposed to our 3c. This is more effective in circulars than in fact, which proves them more than likely to consist of last season's jobs, obviously

patterns which did not sell in the United States.

But, even if otherwise, it is a safe proposition to offer a man 5 per cent. on his order less even than cost in order to book 95 per cent. at a higher average, and it may be safely noted that they do not canvass trade which is likely to limit the orders to low grades.

Thus we find that a general average is what every manufacturer must have, and this is proved by the last Government blue book, which shows an import of over \$6,000 less than last year, but an average of 12.16c. per roll, an average far above any Canadian factory attains. Now, there is another point which should appeal to the ordinary dealer. Is it worth his while to close his account with a Canadian company which has his interest at heart, has the ability and is willing to help him expand his business, to force that company into opening a competing account with goods which are here to stay, for the alleged and temporary advantage in a grade of goods which are a bagatelle in comparison with his general order? No, we think not.

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### A PETERBOROUGH PURCHASE.

The purchase of the Turnbull stock of artistic wall paper, window blinds, etc., by Messrs. A. H. Stratton & Co., Peterboro', was made the occasion for a startling reduction sale. The outlook which the Peterboro' bookstore has for wall papers seems capable of absorbing all the local stocks. Such enterprise, while it is specially creditable to Messrs. A. H. Stratton & Co., affords unlooked for advantages to housekeepers at this house decorating season of the year. Prices are as low as 2c., 3c., 5c., and gold papers at 7c., 9c. and 11c.

### JAPANESE WALL PAPER.

Mr. John M. Fuller, of Buffalo, who is introducing American wall papers abroad, says: "There is no paper made anywhere like the Japanese paper. The Government controls the factories and the process is a secret one. Americans would drop dead at the thought of paying what the Japanese

grandeers pay for their wall paper. Thirty dollars a roll is a common price. The paper is forty inches wide, made by hand, heavily embossed, and the relief is filled in from the back. When laid on the wall a hammer can be used on it without destroying the embossing effect. The gold work of it is pure leaf. It stands for half a century, and cleans like a board. There is not a corner on it to turn up and tear. The Japs beat us at that game, but they know nothing about our cheap papers. We have no competitors in that field."

### WALL PAPER PRICES IN FRANCE.

A consular report on wall paper in Southern France contains a comparison of prices and tastes which is interesting to Canadian dealers. Writing from Nice, France, the consul says: "I find that a considerable quantity is imported from England and Germany. Manufacturers in Germany are making strenuous efforts to compete with the English and French papers, and are certainly succeeding, as far as cheap grades are concerned. The retail price of what I consider ordinary wall paper varies between 4 cents and 90 cents a roll of 8 meters (\$7.75 yards) in length, while the price of paper in relief varies from 90 cents to about \$3 per roll of similar length. I have no samples or catalogues by which to judge, but my impression is that I have seen American papers at home sold at from 40 to 80 cents per "double roll" that appeared to me heavier of weight, richer of appearance, and more artistic of design than papers here sold at from 80 cents to \$1.50 per roll.

"It is always difficult to ascertain from dealers here what they pay for goods, but I have been enabled to obtain information that would warrant my stating that the profit to the retailer, represented by the prices above quoted, varies between 33½ and 60 per cent. I am informed that the product known as "Incrusta" is not greatly liked, as being not very durable, and the dealers are anxious to find a substitute for it, nor are the British washable papers specially liked here. The handsome wide borders and wainscoting papers are practically unknown, and should become very popular. English and German papers are shipped here via Bordeaux, and in one case an order required twenty-one days to reach Nice by rail from Bordeaux—more than would be required to ship the goods from New York to Nice direct by sea, at a greatly reduced freight rate. The duty on wall paper is 10 francs (\$1.93) per 100 kilograms (220.46 pounds) and the octroi (town duty) is also 10 francs per 100 kilo-