

WALL PAPER AND DECORATIONS.

A WORD ABOUT BORDERS.

AN idea has sprung up in the last year or two among a great many women who imagine they know all about interior decoration that the border is out of date, and has no place on a modern wall. They have heard that borders and friezes are not used in England, and they will have none on their walls. Some short-sighted dealers have taken up the same idea. They do not urge the sale of borders as they did a few years ago.

This is not good policy any more than it is good decorative art. The border has as good a reason for existence as the side wall and the dealer who loses an opportunity to impress this on his patron is preparing to curtail his profit, of which the sale of borders forms an important part.

It is easy to see where the "no border" idea had its origin. England is a country of large homes; old-fashioned country houses with huge rooms, wainscoted in oak half way up the wall, and for these homes the large decorative floral and Morris papers were originated. With these a border is out of place. The hanging is in itself only a sort of very wide frieze, and forms a decoration over which no pictures are hung. It is not a design intended simply to obviate the bareness of a plain white wall, but is a pictorial effect in itself, a complete scheme of color and form. It acts as a frieze.

With the introduction of these hangings into America came the idea that no borders should be used, and the woman with a slight smattering of art, and a desire to do as our English cousins do, promptly decided that all borders and friezes were wrong and should be abolished.

She might as well say that because she has her tailor-made gown made without frills she would have her ball-gowns as simple as a man's coat.

An ordinary wall paper needs a border. It is designed with a border. The designer does not imagine that the side wall is sufficient. He lays out a complete decorative scheme of which side walls, ceiling and border are equally important, and each depends on the other for its proper effectiveness.

Let your customer have her way with one or two rooms if she wishes. The large decorative hangings without borders have their proper place. They are right in rooms with high wainscoting or for upper-third effects. But the ordinary wall paper is not

correctly used without a border. It is incomplete without one.

Don't let your customer imagine that by hanging a side wall paper with no border in a small room she is getting the "right thing," for she is not. She is only using an incomplete decoration.

The frieze is a most important feature; it is the climax of the room; the finishing



No. 1040. The Watson, Foster Co., Limited.

A successful floral of The Watson, Foster Co. of present season. It is a pattern which lends itself to effective color treatment, and, being a twelve color print, it has been possible to almost reproduce Nature's hues.

touch to the decorative scheme. — Wall Paper News and Interior Decorator.

STAUNTONS LIMITED.

Among the most popular sellers in kitchen wall papers shown in the Staunton line for

1901 trade is one in a granite effect, and another in an oak paper, both with borders to match, and are sold at figures which will enable the dealer to offer them at very popular prices to his customers, and every dealer should have at least one coloring of both these patterns in stock. And the firm will be pleased to send samples of these on application.

The opening of the New Year serves as a reminder that Spring is not very far distant, and the returning of the bright, warm days will make window shades a necessity. Have you ordered your window shade paper for the Spring trade? Stauntons Limited will be pleased to send samples and prices when desired.

The factory has been running full time on orders, and very probably will have to go on to night work to turn out the goods to complete orders in good time, and with the big plant now in use early deliveries of all orders can confidently be relied on.

A THRIVING BRANTFORD FIRM.

MUCH of the success that attended the Christmas business of J. & J. Sutherland's book, stationery and fancy goods store, Brantford, Ont., was no doubt due to the new arrangement of the store and other improvements, as well as to the attractive manner in which the many beautiful goods were exhibited. The improvements and alterations in the store plan render it much easier for customers to make purchases. Included in their advertisements, with an invitation to inspect their stock, was an offer to emboss or stamp in gold letters, and free of charge, any book with the purchaser's name or initials.

The office, which formerly stood in the middle of the store, has been removed to the rear, and the wall paper department has been removed to the first floor, roomy stairs leading to it at the rear. This gives a store depth of 150 feet, and it would be difficult to devise a system of exhibiting more goods in that space. Shelving, on both sides, tables and showcases were all decorated with the prettiest goods.

The book department is at the rear of the store, and thousands of volumes await the inspection of visitors. The fancy goods were used to decorate the store as well as to display themselves, and bronze, ebony, silver, marble and all kinds of fancy wares from many foreign countries were lined about the shelves and tables, making a show that would be difficult to surpass.

An attractive announcement card has been prepared by The Copp, Clark Co. for their travellers to send to merchants they call on. It is in the form of a booklet, with the announcement neatly printed in gold letters on the cover. The inside page contains a photograph of the firm's new building. The idea is rather a nice one, and the card will be appreciated among the trade.