

WALL PAPER AND DECORATIONS.

A RUSH IN WALL PAPER.

THE wholesale wall paper season has opened up with a rush, and manufacturers report very favorably for a good year's business. The patterns and colorings issued are certainly of unusual merit, and will compare favorably with any foreign manufacture, whilst for the requirements of Canadian trade they cannot be equalled.

The Watson, Foster Co., Limited, express themselves as especially gratified with the favorable impression which their interesting and extensive line has made wherever shown; and they report orders far in advance of previous seasons, although prices obtained are much more satisfactory than usual, which speaks eloquently for the ever-increasing popularity of their papers. It also demonstrates clearly that their efforts to supply the dealers with really good goods—that find a ready sale—have been responded to by the trade with their usual appreciation for novelties and up to date productions. Dealers in general are awakening to the necessity of being well supplied with all classes of paperhangings so as to be prepared to meet all comers in these days of diversity of taste and criticism.

If the axiom that "nothing succeeds like success" is to be applied in this instance, The Watson, Foster Co., Limited, will certainly have reasons to feel satisfied at the end of the season with the results obtained. The dealers who are studying their interests will, no doubt, not fail to see this company's aggregation of the most elaborate and neat designs and colorings which it has been given us to look at for many years. There is a good harvest in store this season for wall paper dealers who make a liberal and judicious choice of goods.

M. STAUNTON & CO.'S ATTRACTIVE OFFERING.

THE BOOKSELLER AND STATIONER, availing itself of an invitation extended by M. Staunton & Co., Toronto, had a glance through the new line of samples which the firm's salesmen will have out on the road when this issue of THE BOOKSELLER AND STATIONER is published.

It is a matter of some difficulty to present for the consideration of the dealer a description of a line of goods so various as this in character that will do justice to such an excellent collection of samples. At the start it may be said a description of the line in detail is not our intention. Only some of the general features can be touched. To

assert that the new lines excel those of the past seems but a repetition of former statements, but never was there more reason for the firm to make this claim than this year.

They fully realize that it is not their personal opinion they have to count on, but the verdict of the trade at large. However, in sending out the new samples they feel that their own estimate of their productions will be fully confirmed by their many customers. The samples have, in fact, been shown already to the jobbers, and all agree that the line is admirably adapted for the Canadian trade, and comprises a selection, every pattern of which is of merit, and every coloring practical and saleable.

An up-to-date line of wall paper should satisfy one's innate love of the beautiful, and to be successful commercially it must be a well-directed appeal to distinctly understood wants. M. Staunton & Co.'s designs and colorings appear to be based upon a full knowledge of the wants and of the cash limits of their customers, and the predominant thought through the entire sampling season has been to produce a line of papers that will be "quick sellers," and, at the same time, artistic and beautiful. In this the firm seem to have entirely succeeded.

The business of the past season was noticeable for the demand for better goods, owing to the improved trade conditions, and it is to be presumed that this demand will continue for some years. In order to be fully prepared to cater for this class of trade, unusually attractive things have been provided in the better grades of goods. A feature which will be welcomed is, that the patterns in these better goods are not sampled in the cheaper grades.

Among the very first to attract attention is the extensive range of shades in plain 30-inch ingrain, with the matched friezes and ceilings in fluted gilt, the friezes all on beautifully blended grounds. If there was one feature more than another in the past season's business that the firm are proud of, it was the immense increase in the sales of their ingrain combinations, and the reputation they have acquired in respect to these goods is enviable. Every shade of ingrain has several friezes and ceilings to match, each distinct from the other in design and coloring.

The most exacting cannot fail to be pleased with what is offered in the gilt and embossed gilt papers. The variety seems endless. The full gamut of color treatment

seems to have been utilized, running from the light shades in creamy white, soft greens, and pearly tints to all the richer tones in yellows, greens, browns, old blues, reds, etc., now sought after.

While following the general return to darker wall hangings, M. Staunton & Co. have been careful to keep their samples bright and cheerful, the duller shades of ground being relieved by a liberal use of richly-colored bronzes with telling effects. The 22-inch goods are most attractive. Superb is the only word to correctly describe them. A Louis XVI. parlor paper catches the eye at once. All styles exhibit artistic skill and appreciation of detail in design and coloring. An artistic combination of the rococo and the floral is No. 1301, another essentially parlor pattern in all the popular colorings. No. 1298 is a Renaissance scroll of the Italian order, the richer colorings adapted for dining-rooms and libraries and the lighter workings for parlors and reception-rooms. Some cleverly executed tapestry effects also challenge admiration. The other designs will all appeal to the dealer looking for good things.

The 20 inch gilt and embossed papers are also replete with decorative ideas. 1284 EA is a dainty chintz, with the flowers in bright pink on a pure white ground, and, for a bedroom paper, gives that desirable impression of repose and cleanliness.

Pattern No. 1282 is a floral spray, supported by an ornamental scroll. Every coloring is of merit. There will be big sales from this everyday seller.

No. 1305 is a pretty foliage and scroll in exceptionally bright effects, and well colored for general purposes. The red and green ways are specially catchy.

A stencil design, 1285, with two-band blended border, is in some styles very suitable for church decoration. One of the most conspicuous is the indigo blue coloring.

No. 1304 is adaptable for entrance halls, stores and rooms where a set pattern is desirable, the GD way in red and the GF in blue presenting good textural effects.

No. 1287 is of the new order of design, the pattern appearing against a supplementary background pattern, producing a novel and pleasing effect. In the lighter styles the background in glimmer gives an appearance of silk, and in the deeper toned workings the effects of a leather treatment is obtained.

No. 1300 has some striking color schemes employing bronze.

A pretty Marie Antoinette stripe is No. 1322, some colorings decidedly French. It is a good parlor pattern, and where a