

WALL PAPER AND DECORATIONS (Continued)

COLIN McARTHUR & CO.

On one of our pages this issue we present our readers with a photogravure of Mr. Colin McArthur and his travelers.

It is hardly necessary to state here that Mr. McArthur is a practical wall paper manufacturer, understanding thoroughly every part of the business from start to finish, and who, through many years of successful dealings with the trade, has maintained a reputation for sound judgment in relation to

A "HANG-UP" NEW LINE.

As we go to press it is announced that the firm of Colin McArthur & Co.'s line of new wall paper samples is now completed and in the hands of their representatives. The trade may feel assured the full showing of this line of samples, with the new features which are embraced therein, will perpetuate the reputation of the firm for fine goods and perfect work.

The samples shown our representative are

M. STAUNTON & CO'S. NEW LINE.

In catering for the wall paper trade of the Dominion M. Staunton & Co. believe in keeping in close touch with the market, and in making a careful study of the class of designs and colorings most adapted to the tastes of the people. With this constantly in view they prepare their new samples, taking advantage at the same time of all the new ideas that are worthy of consideration. Their line for 1898 is now ready, and a representative of BOOKSELLER AND STATIONER has had the advantage of an advance look through the various books of



WATSON, FOSTER & CO. No. 2. Showing the largest machine for printing twelve colors simultaneously.

all matters of design and coloring, and for fair dealing with the retailers.

Surrounding him in the picture are his representatives, who have all been actively engaged in the sale of wall paper for many years, and whom he has chosen to represent him because of his confidence in their knowledge of the business, and also because of their courteous attention to customers. It is safe to say that no body of travelers throughout the Dominion meet with a more cordial reception from the dealers than the gentlemen from the Montreal Wall Paper Factory representing Colin, McArthur & Co.

works of art in design, the variety being the most extensive ever produced in Canada. Every care has been given to the true coloring of the various styles of the patterns, and the effects produced are superb and will establish the fact to the wall paper trade that no better line of samples will be submitted to them during the season now opening.

A large American manufacturer, calling upon the firm and being invited to see what Colin McArthur & Co. were doing, expressed his opinion in a very characteristic American manner: "It's a bang-up line, there is not a poor style in the whole set."

samples, which will shortly be shown to the dealers throughout the Dominion.

It is safe to say that the wall paper trade will find the line of 1898 well in advance of the previous efforts of this enterprising firm, and the new papers embodying up-to-date ideas will meet with much favor. Speaking generally of the new line, one notices the tendency which has grown up during the last year or so towards deeper and richer shades of colors, some running into old blues, deep greens, reds and rich browns. But the firm has not overlooked the large demand for light colored papers for parlors, bedrooms and other purposes, to which the

*Sent J. McArthur
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