

WALL PAPER AND DECORATIONS.

WALL PAPER AND ITS INCREASING USE.

A REPRESENTATIVE of a leading wall paper company dropped into our office the other day regarding his advertising, and we asked whether the limit of demand had been reached in his line. He appropriated our easiest chair, lit a cigar, and said: "I'll tell you how it is, Mr. Editor, I contracted for a 7-foot board fence between a lane and the end of my lot. It was to be painted on one side. When I went out to see it I found it painted on the lane side, leaving a rough wood landscape decoration viewed from my dining-room. Now, about half the people in the country are still decorating the outside, which they don't see, and neglecting the interiors, which they not only see, but are greatly influenced by. A man need not own a pretentious dwelling to secure all that is good in decorative wall treatment within. If he uses ordinary taste he can give character to each room, and everything in it will borrow from the result. It is, in fact, the chief furnishing of an apartment, besides covering what was possibly an unsightly wall.

"In art, nothing is too high for its influence or too low for its attention. Yes, it's an artistic age. Why, I know a small house which quickly rented at \$100 advance after it had been papered in an artistic, yet in an inexpensive way. I'll give you an idea of the scheme:

"The drawing-room was hung with a fine rococo combination in embossed cream, greens, gilt and silver, the dining-room with a rich red English velvet design, the library or smoking-room with upper thirds of a fine 12-color French floral on a buff ground, softened by tapestry treatment, the hall, an exquisite Empire filigree design in blues, browns and aluminum which appears suspended before a steel blue ground, producing a most original and beautiful effect, of which the eye never tires. Then the bedrooms. In each a different influence was obtained: in the largest, the "white room," a life-sized yellow rose and vine lost itself in a fine frieze above, in another, a colonial stripe in blue silk and minute pink florals; another, a dainty chintz in a pansy design, while an exquisite 22 inch French cretonne, in pale pink and yellow wildflowers, completed what proved to be 'unity in variety, which is the standard of beauty,' and that decorative art which nearest approaches this rule represents all that is best and worthy of aspiration, its

highest idea being to make useful things beautiful. Nor need such a result as I have outlined be beyond the reach of anyone of very moderate means, nor imported material used which many years ago there was some excuse for.

"In the case I have referred to, every pattern was produced by The Watson, Foster Co., Montreal, whose papers, owing to their progressive style and color effect find increasing sale in the United States and other countries. For, while existing Canadian factories can more than supply home demand, they really require an export trade to fully employ their machines, yet the interest in better qualities and artistic effects is rapidly increasing. The younger generation is developing an artistic taste which is very noticeable—in bedroom papers to begin with. This is only natural, for there is something so cool and refreshing about a bright, pretty, wall-papered chamber that one's sleeping reflections and waking thoughts are positively influenced by it."

PAPERHANGERS HAVE A UNION.

The National Paperhangers' Protective and Beneficial Association of America has just been in session at Chicago. The following officers were elected: President, James P. Archibald, New York; first vice-president, C. A. Kissam, Minneapolis; second vice-president, R. E. Milligan, Chicago; third vice-president, L. C. Black, Chicago, and general secretary and treasurer, John M. Vail, Chicago.

WILL THE TRUST REVIVE?

New York advices say that the leading factories in the wall paper combine will form themselves into a new body. Says one report: "The directors of the National Wall Paper Company are preparing to give effect to the vote of the stockholders that the company be dissolved, and at a prolonged session now being held from day to day they are shaping matters to end the company's life. Combination is in the air, and it is predicted that the strongest and most progressive houses in the business will before long get together in a 'harmonious whole,' care being taken this time to include within the fold such plants as are up-to-date in every respect.

"The intimation is given that arrangements will soon be made for the leasing of a number of the less important factories to their original owners. The ones that are

not so leased back will, so it is reported, be put up at public auction. By this means the National Wall Paper Company will go out of business in the near future. Later in the year, perhaps about January 1 next, the knowing ones in the trade predict the organization of a new wall paper trust, which will include at least five of the biggest and most up-to-date factories.

"The five companies that have been mentioned as a nucleus for the future combine are the Janeway & Carpender Company, of New Brunswick, N.J.; Janeway & Co., of New Brunswick; Fred. Beck & Co., New York; the Robert Graves Company, Brooklyn, and the S. A. Maxwell Company, of Chicago. To this list will probably be added the Potter Wall Paper Mills, of Chicago, Ill., and of Hoboken, N.J.; the Allen-Higgins Company, of Worcester, Mass.; the Pittsburg Wall Paper Company, of Pittsburg, Pa., and the Campbell Company, of New York and Hackensack, N.J.

"The real reason for the dissolution of the National Wall Paper Company is now given as a desire to get rid of all the back-number factories in it, as the company could not compete successfully against the new outside companies."

FOREIGN COMPETITION IN WALL PAPERS.

Now that the wall paper selling is in full swing, it may be well to disabuse any hesitating dealers' minds of the idea that because the American wall paper trust has dissolved there is going to be a great cutting of prices in imported papers. In point of fact there never was a time when such a course was more improbable, if not impossible.

In the first place, everything which enters into the production of wall paper costs from 25 to 50 per cent. more than a year or two ago; pulp, color, wages, and last, but by no means least, block, or pattern cutting, which has almost doubled. Besides all this, the American factories have had last year all they could do to supply their own market, and certainly have no surplus to sacrifice. Competition, however, is keen to gain a footing in Canada, and a bait will, no doubt, be offered in the lowest quality, but what dealer is so dense that he fails to see that one cent taken off the cheap end means several cents put on the other, which he is expected to buy also. It's merely a question of average—it's got to be made up somewhere. No foreign agent is here for his health alone. But, supposing an imported line could be offered, at say, two cents, it would still cost more than domestic, because duty would be estimated on its home market value.

Now, take the three Canadian factories and the long line of attractive patterns they offer, one of which at least shows, probably,