

WALL PAPER AND DECORATIONS.

FEW people, even among the wall paper trade, have any idea of the immense amount of labor, forethought, judgment and capital involved in this undertaking, especially when such a concern as that of The Watson, Foster Co., Limited, is in question. As the matter is one of general interest, we give an outline of the remarks upon the subject by one of the company's staff, and facts concerning their range for the coming season now on the road.

It appears to be no small proposition to start the manufacture of wall paper, especially in a country like ours, with its limited population, as four or five times the number of patterns is required compared to a field like the United States, where a manufacturer can obtain a much larger run on a design, and secure employment of his machines on comparatively few patterns. The advantage to the home buyer of such a line as The Watson, Foster Co. offer this season, comprising over 110 original patterns, in nearly 2,000 colorings, is obvious, as he finds everything he requires in one house, thus securing quantity discounts and other recognized advantages.

The selection of designs and cutting of blocks begins a year before the samples are ready for inspection, and two years before the goods are delivered and paid for, involving the use of large capital. But the variety of patterns shown by this company necessitates this early start, and block cutters in Canada, New York, Scotland, etc., are employed to produce the rollers in time for sampling, which occupies three months. The designs themselves are selected from, or ideas carried out by, professional designers, as a rule, but many of the most successful patterns of last season were adopted from such sources as the Lyons Pattern Syndicate of Silks and Cretonnes, which show the latest ideas in decorative textures, and in wall papers reproduce most charming and artistic effects. Years ago it was customary to buy some of the previous season's

patterns from American manufacturers, but that custom is practically reversed. The Watson Foster Co. preferring exclusive designs to any used by other factories.

For the coming season the company will offer many decidedly original ideas, among them a most effective ingrain frieze representing the British coat-of-arms, which is the perfection of detail and correct coloring, to which special reference is made by them below, and to which we refer every dealer, especially in view of the coming visit of the Duke of York, during which decorations of this character will find active demand.

The company's general line for 1901-2 will contain many novelties, all within the reach of the average dealer, who, of late, has found it profitable to stock a few advanced and progressive effects; he finds that people are able to appreciate and willing to pay for good things. Half the houses in the country to-day are turning out washed-out, meaningless colorings, and there exists a wide field for the introduction of new and stronger ideas in decoration.

With a view of demonstrating this, The Watson, Foster Co. propose illustrating in miniature some of these effects, for use by their customers when offering these patterns for sale. The idea is certain to influence largely the demand for these designs, ingrams will be stronger than ever. Thirteen new friezes will appear with new shades, added to the twenty-five shown last season. A small book of shades will be mailed at once upon request.

Travellers are now on the road and dealers are asked to place their orders early, thus securing complete and early delivery, thereby being in a position to encourage their customers to decorate in the Fall, which a great many are now doing.

Late buying means a much reduced pattern range, and often unsatisfactory delivery, as many dealers know from experience last year.

Finally, strong in the conviction that they are offering the best line in the market, they confidently await the confirmation of the trade.

A BEAUTIFUL CANADIAN PRODUCTION.

The Watson, Foster Co., Limited, call special attention to this exceptionally beautiful production. In view of the approaching visit of Royalty in September, and the certainty of a generous use of national insignia at that time, the company are arranging to fill all early orders for this decoration in time for its employment at that date.

The idea itself is unique and timely, but the execution, in drawing, cutting, coloring and printing, together with the general effect of this frieze, challenges criticism, and the company are rather proud of their ability to produce it as described.

This is a pattern which can never change, and may be safely stocked with numerous objects in view, but an immediate purpose will suggest itself to every wide-awake dealer, in the universal celebration of the Duke of York's visit, to which we have referred.

A large demand is anticipated, but supply for such early delivery must be limited to those who order it at an early date.

THE RETAIL WALL PAPER TRADE.

Editor "Bookseller and Stationer": I have been much interested in the many able articles lately appearing in your excellent magazine re the school book question, and while fully recognizing the dangers which threaten us as a body of business men if this portion of our trade is taken from us by Government interference without any compensation, I see other dangers and grievances that can be remedied by a little co-operation and union which, unfortunately, is sadly lacking among us as a class. Few recognize that our existence as a separate branch of business depends upon our vigilance in defending our rights now and so far as we can safeguard the future that our means of living may not be taken from us.

Among the evils, one of the greatest we have to contend with, is the unscrupulous competition of the department stores in the wall paper department of our business aided and abetted by the manufacturers who are mainly responsible for this state of affairs, the manufacturers using these stores as dumping grounds for their surplus stock at the end of the season at job prices, while they refuse to supply the general trade on the same terms. In stating these facts I am not giving expression to or airing an



NATIONAL (12 color) FRIEZE, matching 27 INGRAIN Shades.