

## WALL PAPER AND DECORATIONS.

### A POINTER FOR THE DEALER.

THIS is just the time of year, says a contemporary, to make a point of displaying wall paper, but if you do it will be well enough to keep in mind these general suggestions of this feature of window display by an eminent authority:

If you handle wall papers you have abundant material at hand to make an attractive and interesting display. To attract attention, you must try it at least once a week, making the change a decided one, so that it cannot fail to be noticed. This you can easily do by varying the color scheme. For it is well to use one predominant color throughout the whole window. One New York decorator habitually does this; and then puts in the window a nicely colored card, that says: "Next week it will be yellow." Or blue, red, green, or purple, as the case might be. It makes people watch to see what he is going to do with the announced color scheme. Well-lettered show cards, calling attention to the use of the particular paper displayed, will help to attract attention and secure custom.

You can word them something like this:

"Would make a dainty bedroom."

"Specially suited for a library."

"The latest style in parlor papers."

"Just the thing for a reception hall."

"Swell papers for a colonial house."

### GETTING READY SUPPLIES.

The Watson, Foster Co., Limited, are working away at their new range of samples, which will shortly be in the hands of their travelers. They seem likely to be the most extensive and best colored assortment that the company have yet produced. The samples will contain many new ideas.

### ATTENTION TO BACKGROUND EFFECTS.

This season, according to competent authorities, wall paper manufacturers are going to devote a good deal of attention to backgrounds. English ideas are in favor of suiting wall paper to the room it is to decorate, thus, a dark serviceable paper is considered most suitable for halls, while richer and more cheerful effects seem best fitted to ornament breakfast or dining-rooms. In this, the background plays a most important part, and if the coloring is of a cheap, inferior nature, results will not be satisfactory.

In the past, Canadian manufacturers—

from motives of economy—have not, perhaps, paid the attention to this work that its importance warrants. Now, however, they are beginning to realize how much depends on the background, and it is likely that this season will be characterized by the myriad of new background effects which will make their appearance.

### THE OUTLOOK IN WALL PAPER.

The month has been uneventful in Canada, as far as wall paper is concerned, though all the factories are busy. Repeat orders are inclined to be heavy and manufacturers seem well satisfied with the season's business. In a few weeks travelers will be on the road again, and every maker is giving all the time he can spare to new samples.

Considerable interest is being taken in the proposed American wall paper combine. All the large factories on the other side of the line closed down on May 1, and the manufacturers are meeting in New York to arrange details. The combination will include the National and probably some fifty other companies, comprising every factory of importance in the United States. If the deal is consummated it will certainly have a beneficial effect upon the Canadian market. Prices will be firmer and may even show a material advance, and the trade should benefit all round.

### IN HELPING SALES.

No matter how restricted the space in the store may be for the wall paper department, the dealer will find it pays to have a rack for showing the goods, and chairs for customers. In the vast majority of cases, of course, this accommodation is already provided. Yet it happens that the dealer, having other lines he imagines can pay him better to push, neglects to work up the wall paper sales. This is not the best policy. It simply drives local customers to city stores, and that once begun, is a hard habit to break. Once get a large town, or even a smaller centre, to know that you handle a nice line of wall papers, laying special stress on moderate priced and better grade goods, and people will patronize the home store. There are cases where you can afford to leave the very cheap lines alone. A reputation for keeping tasteful lines, for always having something that will adorn a home, is a good reputation for wall paper dealers to have. These remarks do not apply

generally to the trade, but they have an application in cases we know of.

### NOVELTIES TO BE SHOWN THIS YEAR

Colin McArthur & Co. are hard at work on their spring samples. Mr. McArthur has returned from New York where he has been arranging for a number of specialties, which will be offered to the Canadian trade for the first time. Their range will contain many novel ideas, and is spoken of as the best and most extensive they have ever manufactured.

### JAPANESE LEATHER PAPERS.

The Plumber and Decorator publishes the following interview with Alexander Rottmann, of London, on the above subject. Mr. Rottmann has spent many years in Japan, and was one of the first importers of Japanese leathers in England:

"When were Japanese decorations first used in this country?" I asked by way of an opening.

"Well, in 1881, when I returned from Japan, there were very few rolls sent over, and these were used mostly to cover screens, caves, etc. At that time, I expressed the opinion, in the presence of a well-known west-end decorator, that the time would come when they would beat all other relief decorations, but he did not at all agree with me. Time, however, has proved that I was right; and, when one comes to consider how thoroughly durable Japanese hangings are, and how convenient they prove—for being already finished they can be put up by any paperhanger inexperienced with relief goods—there is no great wonder that they have found favor with the ordinary builder."

"Has there been any marked change or improvement lately?"

"A year or two ago we introduced the canvas-faced leathers, and they have proved most successful. They are, you know, manufactured under a patent of the Japanese Government granted to us, and no infringement is possible. They are suitable for more refined decoration than the ordinary leathers, and, although they are a little more expensive they are much used in higher class houses—especially in connection with richly decorated ceilings and rich woodwork. The grain produced by the canvas gives the design a certain refinement that is charming; it gives also a softening to the colors that is not obtainable in ordinary Japanese leathers."

"Do the patterns of these hangings change frequently?" I enquired.

"Yes; we are adding new designs all the time. When my father, who was a large importer of French leathers, was in business, the custom was to introduce three or