

WALL PAPER AND DECORATIONS.

THE WALL PAPER TARIFF.

THE wall paper manufacturers interviewed the Tariff Commissioners when in Montreal and asked that at least a partially specific duty be maintained; at the same time they pointed out some of the disadvantages they had to contend with in competing with foreign goods.

The two classes of goods most hurtful are "job lots" and "push goods," and if the specific duties were abolished the country would be flooded with the surplus stocks of the United States and other countries. A certain amount of surplus stock or "job lots" is unavoidable in every factory, and it is bad enough to have to contend with the surplus of Canadian factories without importing from other countries.

It costs very much more to make wall paper in Canada than in the United States on account of a very limited market, the higher price of raw materials and the very much greater cost of getting up a line of samples, including print rollers; the Canadian manufacturers have each to get up as large a line as the largest factories in the States in order to give their customers sufficient variety, while the total consumption of wall paper in Canada is only 6 to 7 per cent. of that of the United States, consequently the "runs" are proportionally smaller, and the cost of wall paper, like all other printed matter, depends largely on the amount run of each pattern.

The manufacturers claim that all papers from 3 to 4½c. are sold at or below cost, and that these grades represent 75 per cent. of their output; unless, therefore, the duty is maintained it will be impossible to manufacture wall paper in Canada.

They further claim that the Canadian factories are turning out papers fully equal to imported goods.

In answer to Sir Richard Cartwright, Mr. Foster stated that Canadian factories were fully as well equipped as American, and that they could print considerably more goods than there was demand for.

A FINE NEW FACTORY.

The new wall paper factory of Watson, Foster & Co., at Montreal, is a worthy monument to Canadian enterprise. It is our largest factory in this line, and is fitted up as completely and conveniently as any on the continent. The size of the factory may be judged from the fact that it covers over an acre of ground, and that the circumference of the outside walls is about a quarter of a mile. All the latest improvements in machinery and ventilation have been taken advantage of, and no pains have been spared in the sanitary arrangements to

make it a comfortable and healthy working place.

The precautions against fire are most complete. The printing room is separated from the warehouse by a fire-proof wall, and is itself divided into two parts in the same way. The doors in these walls are fire-proof, and close automatically in case of fire. The whole factory is built on the mill construction or slow-burning principle. All the woodwork is coated with fire-proof material. These and other precautions reduce the chances of a serious fire to a minimum.

The factory is made up of two parts. The warehouse, which contains the offices, and where the manufactured wall paper is stored, is four storeys high and 108 feet square. The part of the building next this is two storeys high, and is 326 feet long by 108 wide. In the lower flat the colors are mixed and stored. The raw paper also is stored here. At one end are nine reeling machines, which roll the paper up in the shape in which it is put on the market. Above this is the printing room, the main department of the factory. Here seven printing machines are at work. Each of them has a capacity of 8,000 rolls daily. Besides this there is a bronzing machine.

Electric light is used, which is manufactured on the spot. For greater safety the boiler and electric light plant are in a separate building.

The arrangements are not yet complete. When everything is in running order, a siding will be built so that cars can run right into the shipping room.

These particulars are enough to show something of the extent of this new factory. The details of the manufacture must be left to a later issue. Though in the main trade in Canada is not as bright as it should be, yet enterprises such as that just described show that our shrewdest business men see that in the future which is not altogether hopeless.

NEW WALL PAPERS.

Messrs. Colin McArthur & Co. have made an extensive selection of designs for next season's trade in wall paper. The number of lines will be much greater than they submitted to the trade last summer. They report that the cutting of the above-mentioned designs is well under way. They say that their next samples will be such as to defy competition.

During our representative's visit to Colin McArthur & Co.'s factory he was invited to witness the printing of some superior decorations in ten different colors. It was very interesting to watch the paper enter the machine plain and appear again covered

with a very fine design in ten colors. It is not every day that 10-color work is seen in Canada. It is only used in decorations. The average number of colors in ordinary wall paper is six or eight.

BUSY.

M. Staunton & Co., Toronto, report that they are busy filling orders and that trade with them continues good.

THE BACKGROUND.

Many wall paper dealers do not realize the value of a background in showing their goods; one that will harmonize with any of the bright colorings that may be shown upon it. The rack is either left in the bare wood, or perhaps covered with an ingrain paper, decorated at the bottom with a flitter frieze. In one of the most progressive establishments, the rack has been covered with a piece of natural colored burlap, the cool gray tone of which harmonizes with whatever brilliant toned paper may be exhibited against it.

THE DEALER AND CHEAP PAPERS.

Painter and Decorator.

We are much pleased to see that Carpets, Wall Papers and Curtains has come out strongly in favor of abolishing job lots and "push" goods. The article in question is headed "Does the Dealer Profit?" and the writer demonstrates that no dealer can make sufficient profit out of very cheap papers to repay him for his time. This is in line with an article in a former issue of The Painter and Decorator, in which we advised dealers to push the sale of medium and high-class goods, and to handle as little as possible of the very cheap papers. As the same arguments apply equally as well to the Canadian as to the American trade, we have taken the following extracts from the article in Carpets, Wall Papers and Curtains:

"Probably the chief complaint that the average wall paper dealer has to make is that goods are too cheap. At no time in the history of the business have papers averaged so attractive in appearance and so low in price. Generally speaking, very low prices are no advantage to the dealer. If he had no papers that he could sell for less than 10 and 12c. a roll, he would be better off. Every hour wasted in selling 'bargains' at 3 to 5c. a roll might better be devoted to sweeping the floor and repainting the shelving. Like the grocer's sugar and the furniture dealer's kitchen chairs, wall papers at 3 to 5c., retail, are simply poverty producers. Let the dealer ask himself where the profit of his business is to be secured, and then honestly answer his own question. In a business where so much time is required in showing goods for cus-