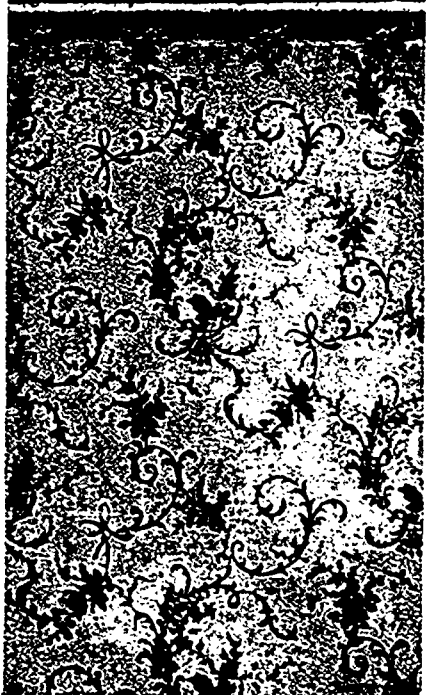
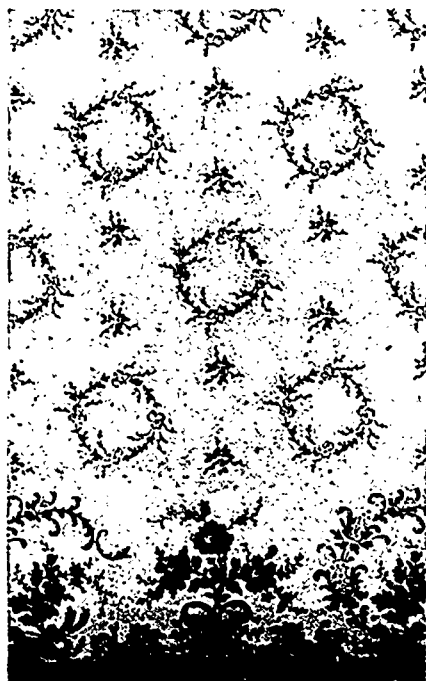


What's New in Wall Paper

FOR 1901?

From Bookseller and Stationer



"Staunton"—1336

through the firm's new line of samples for 1901, which is now completed, and which will be shown to the trade by their travellers, commencing about July 1.

The manager expressed their satisfaction that the past season's business was far ahead of any previous year, the increase being particularly noticeable in the better grades of goods. The repeat orders during the Spring, after the goods started to sell retail, were enormous. M. Staunton & Co. think that there is no better proof than these repeat orders that their goods are popular sellers. Two trunks full of new samples were ready for our representative's inspection. The writer does not pretend to paint word pictures, or even to be able to appreciate to the fullest extent the artistic in the Staunton line, but a little art can be mingled with a good deal of commercial hard sense in presenting a few of the most forward features in this immense line from inspiration caught while the man in charge turns over the leaves in the almost innumerable books of samples.

Commencing with the better goods in the line, amongst the first books we had a peep into were the ingrain combinations. It is safe to say these will be a revelation to the trade of what this firm can do in artistic productions. The number of different colorings of ingrains has been increased 25 per cent. over last season, only six of last year's leading colors being retained, all the other shades being absolutely new. 9, 18 and 21 in. borders are shown with each coloring, every one of these being blended, and the silver and gilt fritters, and multi colored bronzes add life and brilliancy to these goods. Matched ceilings are, of course, shown for each border, as is the case throughout the entire line. These very attractive goods will, undoubtedly, bring a large return in output to the firm. As an extra ceiling, M. Staunton & Co. show a five-point star design in flitter and gilt on suitable colorings for church or masonic hall decoration.

In speaking of ingrains, it may be proper just here to mention some new ideas that have been advanced in figured papers to take the place of ingrains. Many people are now asking for something different to the entirely plain ingrain ground, and are demanding small simple patterns, unobtrusive but neat and artistic; something that will make good backgrounds for pictures and art objects, and that will give a somewhat more furnished appearance to the walls. A hint was enough for Staunton, and this want has been carefully provided for. We picked three patterns for special mention in this class—one a very dainty narrow stripe, another a small empire wreath, another an all-over conventional leaf design in two colors. These are all shown in silk effects, as well as in plain grounds with appropriate ceilings and friezes.

Some beautiful new things are shown for parlors and boudoirs in a line of silk papers, the lustrous effect of the material being admirably reproduced. Half-a-dozen books of 22-inch papers were now brought forward. The splendid range in design and colored effects would seem to cover every requirement that the dealer can possibly be called upon to supply. In the colorings, there is a wealth of variety from white grounds through medium tones of ivory, pale blues, greens, etc., to the deep rich colorings of leaf and moss greens, holly reds, empire reds, etc. Looking through these goods makes one almost wish that they had a new house to decorate, one having two or three parlors and as many halls, dining-rooms, libraries, etc., as possible, so that a fair representation of the beautiful things shown might be made use of. The line is strong in good bold florals. One large poppy design is particularly worth mentioning—bright, bold colorings in the artistic grouping of the massive bunches of flowers producing beautiful effects, and we miss our guess if this is not among one of the quickest sellers in the line.

Turning to the 18-inch patterns, there is food for talk for a column or more description of the seemingly endless variety of gilt and embossed papers of all prices and styles. Every individual taste and desire of the prospective customer seems to have been carefully thought out in advance, and provided for in these goods.

A dainty French stripe of the Empire period attracts notice in the many beautiful colorings for parlors, boudoirs and bedrooms. Other lines which the dealer will be quick to appreciate, and his customer after him, are the new canvas or burlap effects. The wonder is how the woven effect of the original can be so admirably reproduced in the groundwork of these papers. Today these goods are sold for a few cents a roll, where the hand-stencilled burlaps, which they portray, cost up into the dollars per square yard, and produce no prettier effects for the extra cost.

Last year's tapestry designs were very favorably received. The splendid range of them which the firm have to offer this year are sure to result in largely increased sales. Some of the Oriental blue colorings in these goods commend them as luxurious decorations for smoking dens, or Oriental rooms.

Their special heavyweight glimmers are again exceedingly attractive in their rich grounds and effective colorings.

Another turn, and we face the standard lines of glimmer papers and white blanks. Naturally enough, we have dwelt at a little greater length among the higher grades, but in the whole Staunton line there is not a pattern or a coloring shown but deserves attention. Starting right down at the cheapest grades of ungrounded goods the colorings and designs bear evidence, and show practical and workable ideas that are only born of long experience.

The writer would judge, from a very careful survey, that the whole line has been designed and colored with the object of placing before the Canadian trade a thoroughly representative line of goods that will find a ready sale and yield a good profit to their many customers, and the dealer who wishes to put before his patrons the very newest creation of the leading wall paper designers displayed in colorings that leave nothing to be desired for beauty and attractiveness will find it in this line.

WISHING to give readers a little advance talk on wall paper for the coming season, our representative called on M. Staunton & Co., Toronto, and was shown