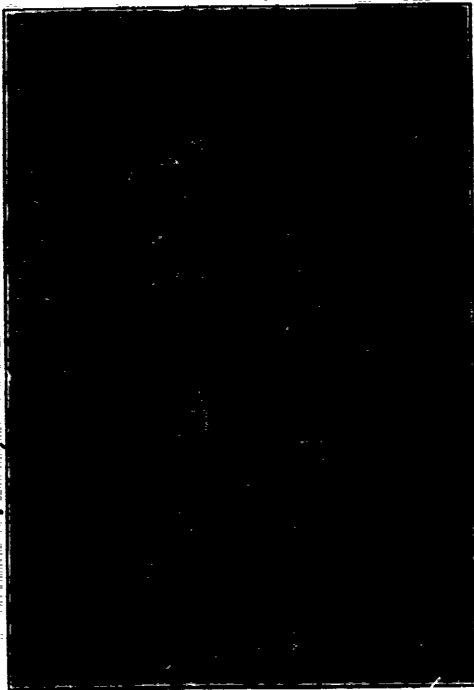


WALL PAPER

THE NEW FALL GOODS.

THIS year the variety, both of pattern and color, and the taste displayed in the wall papers, surpasses the efforts of any preceding year. A run over the new offerings has fully demonstrated the fact that in Canada we are manufacturing as tasty and up-to-date wall coverings as any country in the world. We do not, it is true, produce the Japanese, or the very expensive styles of the United States, but outside of a very few lines, our patterns for next year should be a matter of pride to every Canadian.

The most notable features of the new designs are the beautiful clear colorings and the deceiving imitations of almost any woven fabric. The most delicate as well as the deepest shade appears with a distinctness and decision



A Moire Paper.

which inspire confidence in their lasting qualities, and the care exercised in the blending of colors bespeaks a like care in the quality of paper and filling of orders.

To a representative of "Bookseller and Stationer" the new samples were a revelation. Hundreds of designs that were previously firmly believed to be obtainable only by importation were shown him as products of our own mills, and it was with a thrill of pride that he recognized the progress that is being made.

The moire papers that sold so well last season are shown in great variety, both plain, flowered and striped, smooth and embossed. One large intricate design in a yellow and white would convince anyone at a distance of a few feet that it was a silk cloth, and many others were very difficult to think of as paper. Gold as well as silver moire effects are used, and a combination of small stripes and flowers on a moire background with a dotted gold line running through it was particularly attractive. Self-tones in moires and other styles existed in large numbers and are

really the choicest, neatest papers. In many a fine embossed pattern in moire finish ran through the regular design.

Some of the fabric effects are entirely new. The Bagdad tapestry is a perfect imitation of the cloth, and with the colors used, is still more deceiving; the tapestries this year are finer and neater than ever, with some very pretty small floral designs in addition to the regular styles. The Persian tapestry is a most beautiful paper, being a tapestry with Oriental patterns and colors. The Renaissance designs and stencil effects are also worthy of mention, the former a mass of curves and scrolls, and the latter a square-cut conventional design standing clear-cut on a plain background. The trellis-work with climbing rose that has had such a run in the United States is made here in every color, and for a third wall or panel gives a decided tone to a room.

The blues and browns are particularly remarkable for their variety of shades that are new and neat, but every color is seen in all its shades. Very many small conventional patterns strive with the larger for favor. Narrow stripes and wide appear, but the narrow rather seems to be favored, running down to the merest threads. A stripe of two inches plain, with an adjacent stripe of the same width with a small separated pattern, is an ideal bedroom paper.

In the United States there has been a steady demand this season for the moire effects, particularly for use in bedrooms and on ceilings, and also for what is called crown hangings. This term is used to denote the paper where the pattern of the wall is finished in the border, making it appear that the paper was made for the room. Such designs as a clematis or rose vine climbing up over a trellis and bursting into bloom at the top are so beautiful that every one admires them. Some are applying to moire bedroom papers, flowers, and as a frieze for a plain paper the pattern alone of the frieze paper is cut out and pasted over the wall paper providing a less symmetrical and stiff dividing line.

In nurseries and other children's rooms the English picture papers are in demand. Some of these are illustrated with the Mother Goose stories and rhymes, forest scenes, streams and bridges, games and animals.

Japanese designs in dark shades are being sold for dens, and for the same room there are many Eastern designs similar to those used in carpets or shawls. Most of the latter come from France. Germany, too, is providing her share: one paper for a bathroom shows a yacht and an old sailor, and others are gay with brightly-colored birds and flowers.

A new paper on the Yankee market is called Sanitas; it is made of cotton cloth and finished in oil colors in prints, plain colors and tiles, and in dull, glazed and varnished effects. It is claimed to be water and vermin proof. A new treatment of burlap is being produced by one company. The rough jute background is shrunken, then colored and submitted to a secret process: the fabric is then stretched smooth and a preparation is applied to the back that makes it like cardboard without losing its pliability.

CHANCE TO INSPECT A WALL PAPER FACTORY.

Messrs. Stauntons Limited, Toronto, extend a cordial invitation to any of the wall paper trade visiting the "Queen City" during the Exhibition, or at any other time, to visit their factory, 944 Yonge street. The firm are always glad to meet any wall paper dealers and to show the process of wall paper manufacture. Dealers who wish to place their orders for Spring requirements while in Toronto will be carefully attended to by the salesmen of the house.