



1916 Wall Paper for Every Home

Sears, Roebuck and Co. Chicago



Our Own Wall Paper Mill

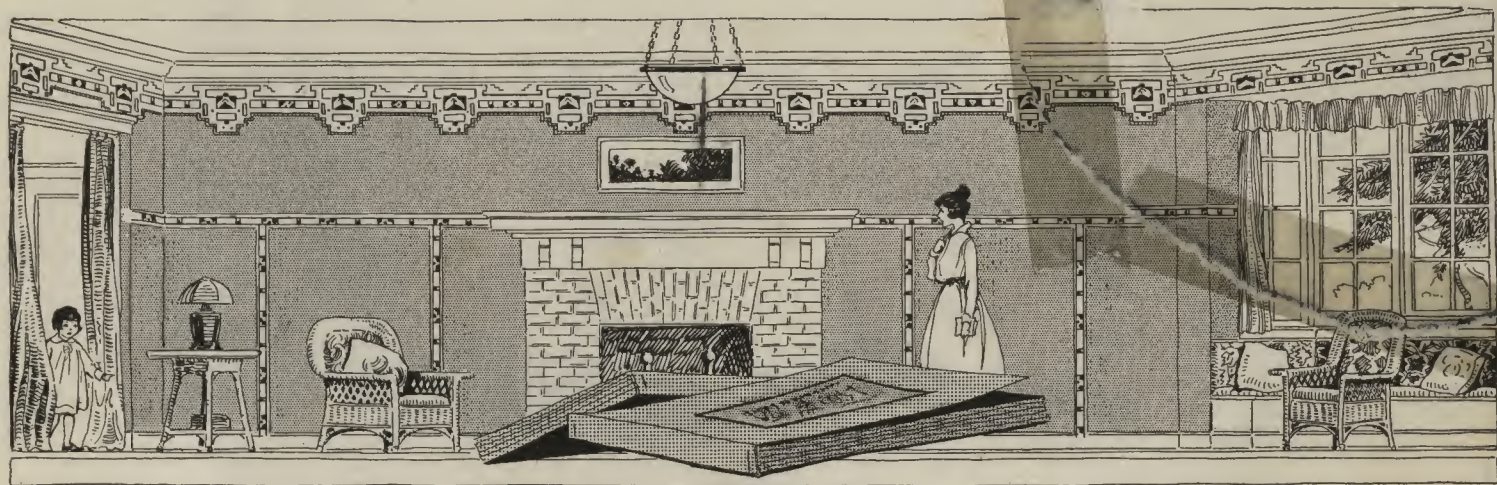
THE entire output of this our great modern wall paper mill is sold direct to our customers. As far as we know we are the only concern which designs and prints wall paper and deals with the consumer direct. Usually there are two or three middlemen, each adding a profit to the manufacturing cost.

Could you visit our wall paper mill and see the designers and color chemists at work, see the color mixing machines, the presses on which the paper is printed, the drying apparatus, the automatic measuring machines which are covered by our own patents, could you see the tremendous volume of paper we manufacture each day, you would understand why we can sell such high quality wall paper at such low prices.

Wall paper will not only greatly improve the appearance of your rooms, but it will add renting and selling value to your buildings at comparatively small cost. As proof of this, many dealers, real estate agents and landlords find it a paying investment to order from us. They know that the quality of our papers is right, that our prices are low, and that we can save them money. **You** can also save money on wall paper. Send us an order and let us prove what we say.

Our guarantee of satisfaction or money returned applies to wall paper as well as to all other merchandise we sell. Select the papers you like and send us your order. If when the paper arrives you are not entirely satisfied, send it back. We will then return your money and any transportation charges you paid.

SEARS, ROEBUCK AND CO., CHICAGO, ILLINOIS.



Decorate Your Home Better for Less Money

THE patterns shown in this Wall Paper Sample Book should appeal to all who recognize the importance of tasteful home decorations. When designing our present line of wall papers, while we surpassed the quality and designs of former years, we did not forget that a reasonable price and good quality go well together. On comparing our patterns with equal or similar quality sold by others, we believe you will agree with us that never in the history of the wall paper business has it been possible to secure elsewhere such values as we offer.

The wonderful facilities of our modern wall paper factory, which was erected three years ago, make it possible for us to sell for as low as 20 to 30 cents a double roll papers which would ordinarily retail at 50 to 75 cents. Before we entered the field, wall paper cost so much that the man of average means considered it an extravagance to paper oftener than once every two or three years. Our low prices now make it possible for you to decorate your home **every year**.

Take advantage of this opportunity to secure high quality wall paper and decorate your home at a minimum cost. We are offering exceptional values. The artistic decoration of your home no longer means a large expenditure of money. An inspection of our samples and prices will convince you of this fact.

It's Easy to Do a Good Job of Paperhanging

No experience is necessary. Our illustrations and instructions tell the story and make the work very easy.

How to Make Flour Paste.

If you wish to make enough paste for a good size room, rub smooth 3 pints of flour in 9 quarts of cold water; then add 8 quarts of boiling water and let it boil slowly. Stir constantly for about ten minutes, then let it cool, and when cool add two tablespoonfuls of powdered alum and stir in well. When the paste runs off the brush easily it is ready for use. Be sure there are no lumps in the paste and that it is not too thick to spread smoothly.

How to Prepare New Walls That Have Never Been Papered.

Apply a thin coat of size to new walls that have never been papered. A perfect size for this purpose can be made by soaking 1 pound of glue in cold water for twelve hours and then adding 12 quarts of hot water and a tablespoonful of powdered alum. All kalsomine or whitewash should be washed off with a sponge and warm water before any size is applied on the walls. If the walls have been rough plastered or have not been putty coated, rub off the projecting grains of sand with a block of wood before sizing. If the walls are very rough, apply a thin paste when the size is dry and let the paste dry thoroughly before papering.

Before papering over a painted wall apply a solution consisting of one part ammonia and six parts water. This will remove all the grease and oil and produce a better adhesive surface for the paste.

Board ceilings and walls should be covered with cheese cloth, which should be tacked at the edges and sized. This shrinks it tight to the wall. At the corners and around the casings the tacks should be placed about 2 inches from the edge and the ends of the cloth pasted down.

Cracked or boarded ceilings or walls can be made smooth, even, airtight and dampproof with our Blue Plaster Cardboard. This is a heavy paper and is tacked on the walls with ordinary tacks. Wall paper can be applied direct to the plaster board the same as to a plastered wall.



ILLUSTRATION No. 1.
Pasting and folding a strip of wall paper.



ILLUSTRATION No. 2.
Trimming a strip of wall paper after it has been pasted.



ILLUSTRATION No. 3.

Hanging the ceiling paper, showing exactly how to put on the first strip of paper and how it should lap 2 inches on the side wall at each end and at the side all the way along.

Be careful to clean and size the walls thoroughly around the baseboard and casing, and thus avoid the trouble of having the paper curl up at the edges.

How to Trim, Match and Prepare Wall Paper.

Get two boards about 8 feet long and 10 or 12 inches wide and lay them side by side with the ends resting on a table or box about 3 feet high. This will serve as an excellent work table. Now make a platform to stand upon while applying the paper to the walls and ceiling. Such a platform can be made by placing a plank or board upon two or more ordinary boxes, which should be just high

enough so that your head will be about 6 inches from the ceiling. The other articles needed are a paste brush, a paperhangers' smoothing brush, a seam roller and a pair of shears. These articles are all listed on page 9 of this book. There are many home substitutes for the professional paperhangers' tools, and if no smoothing brush is at hand a clothes brush or whisk broom can be used. Likewise a bed caster is a good substitute for a seam roller. This is required to press down and smooth the edges where the strips of paper lap over or where two strips are joined together.

Caution.

Do not use the seam roller until the paste is almost dry. Always allow about ten minutes after the paper is hung for the paste to dry; otherwise it will ooze out at the edges and turn white at the lap or butt.

Always paper the ceiling first. If the side walls are papered first they are likely to become soiled while papering the ceiling.

After you have found out the length of your room, unroll the ceiling paper, face up, on the work table, then match and cut it (enough for the ceiling). Be sure you have at least 3 or 4 inches at each end to come down on the side wall when papering the ceiling (see illustration No. 3). It is absolutely necessary to have the ceiling paper come down on the side walls a trifle, to cover any space left blank after border is put on, caused by ceiling not always being perfectly level. Allow at least 2 inches at each end in addition to the length of room for this purpose. The larger the design the more surplus is required for matching; this

surplus will be covered by the border or side wall paper. Before starting to hang, cut sufficient length of paper to cover the entire ceiling. Turn all the paper face down, and you are now ready to apply the paste on the first or top length.

Pasting and Trimming Wall Paper.

Beginning at the left of the table, apply the paste evenly with a paste brush on the top strip of paper. After you have applied the paste on about one-half the length, fold over (without creasing) the part of the paper that is pasted, using extra care to see that the sides are exactly even. (See illustration No. 1.)

We cannot trim wall paper before shipping, for no matter how carefully the paper is packed there is danger of the edges being roughened, and if the edges are not clean cut it is impossible to do a good job of paperhanging. Wall paper can be easily, quickly and smoothly trimmed with an ordinary pair of shears.

Now apply paste to the other half and fold that over toward the center, the same as the first half. If the strip of paper is longer than the table, paste the left half, and after folding allow the folded end to hang over the end of the table and rest on the floor while you are pasting and folding the other half. You now have an entire strip of paper before you all pasted and folded, and the sides of the paper perfectly even and ready for trimming. Draw the paper toward you, about 3 inches from the edge of the table, and proceed to trim, commencing at the right (see illustration No. 2). The great advantage of trimming after pasting is that the paste will then be more evenly distributed on the edges. It also takes less time, since you are able to trim two thicknesses at once.

As a guide for hanging the first length of ceiling paper properly, take a piece of chalk or charcoal and draw a line on the ceiling 16 inches from the side wall. This is best done by driving a small nail in ceiling 16 inches from the side wall, at each end of the room before starting to paper. Chalk a piece of cord, tie same to the nails, draw it tight, then take hold of the cord in the center, pull it down and let go. The cord will strike the ceiling and leave a straight chalk line (we show this line in our illustration No. 3 on page 2).

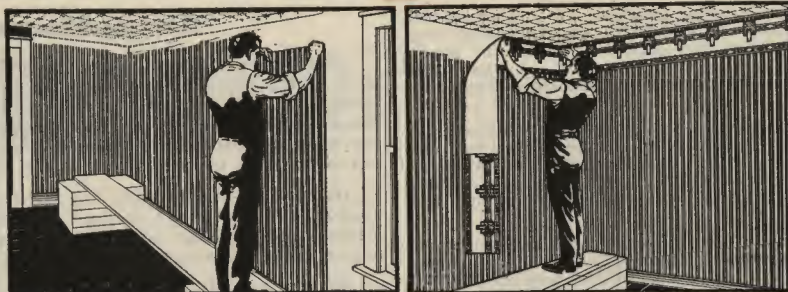


ILLUSTRATION No. 4. Showing how to hang the side wall paper, matching perfectly and allowing at the top for the border.

ILLUSTRATION No. 5. Showing how to hang the border.

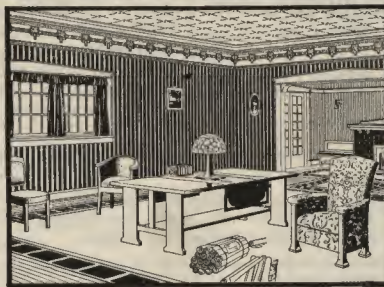


ILLUSTRATION No. 6.

Wall paper will not take the place of the other furnishings but, considering the price, it is one of the most valuable decorations for the home. An expenditure of a small amount of money in wall paper will do much toward creating cheerful surroundings.

Now take the first piece of ceiling paper (which you have already pasted, folded and trimmed), get up on your raised platform, unfold the end to your right (as you start in at the right hand corner of the room), let the other end, which is still folded, hang over a roll of paper which you hold in your left hand (see illustration No. 3 on page 2). Commence at the corner of ceiling, at your right, having the first strip come between the chalk line and the wall you are facing, allowing both the end and the side of the paper to come down on the side wall 2 inches, as before explained.

Now guide the paper with your right hand along the chalk line, at the same time pressing the paper to the ceiling with the flat of your hand as you move along, and smoothing it with a smoothing brush or whisk broom. When half of the first ceiling strip is put on, unfold the other half and continue to the end of the first strip, allowing this end to come down on the side wall the same as the other end.

If the ceiling has never been papered, do not fail to first apply a coat of size. Our No. 30C2759 Elastic Sizing, listed on page 14, is recommended. If the walls and ceiling have been previously kalsomined or sized with gloss oil or varnish, add molasses to the paste in the proportion of a quart of molasses to enough paste for a good size room before using it. This will prevent the paper from coming off the walls, which sometimes happens when paper is pasted on walls sized with gloss oil or varnish. Always remove kalsomine before starting to paper. This can be very easily done with a sponge and warm water.

Always Hang the Side Wall Paper Before Hanging the Border.

Cut side wall paper same as ceiling. (See preceding page.) The paper should be cut from 4 to 5 inches longer than the length required for the side wall that is to be papered to allow for any waste in the matching. In cutting the side wall paper allow for the space of wall the border will cover.

Be sure to match the pattern of the paper. It is very simple. As you have allowed from 4 to 5 inches in cutting, you can raise or lower each strip or length of paper as the pattern may require. In matching the side wall paper on the work table you will find when a large pattern is selected that there will be at times a waste of 8 to 10 inches that will have to be cut off. The upper end of the side wall paper will be uneven, but the border will cover that. The lower end, which stops at the baseboard, is either trimmed with a base trimmer or with a pair of

shears. When using shears, paste the paper in place, close down to the baseboard, use the back of the shears to mark with, running same over top of paper where the top of baseboard and plaster meet, lift the paper a little (the paste still being fresh will permit this), then cut where you have marked with shears, and smooth down with smoothing brush or whisk broom.

To hang side wall paper, arrange your platform or stepladder so it is about 12 inches from the wall. Commence at any door, because corners are often irregular. This will be of great assistance to you in hanging the first piece of side wall paper straight. Then continue around the room until finished. The short pieces can be used over doors and windows.

Take the length of paper that has been pasted, folded and trimmed, mount the platform or ladder, unfold both ends so the entire strip hangs perpendicularly. Holding the paper at both top corners (see illustration No. 4), lean forward, looking down along the edge, and when the paper is properly matched, making the pattern perfect where two strips join, allow the paper to touch the wall, and smooth it down with a smoothing brush or whisk broom.

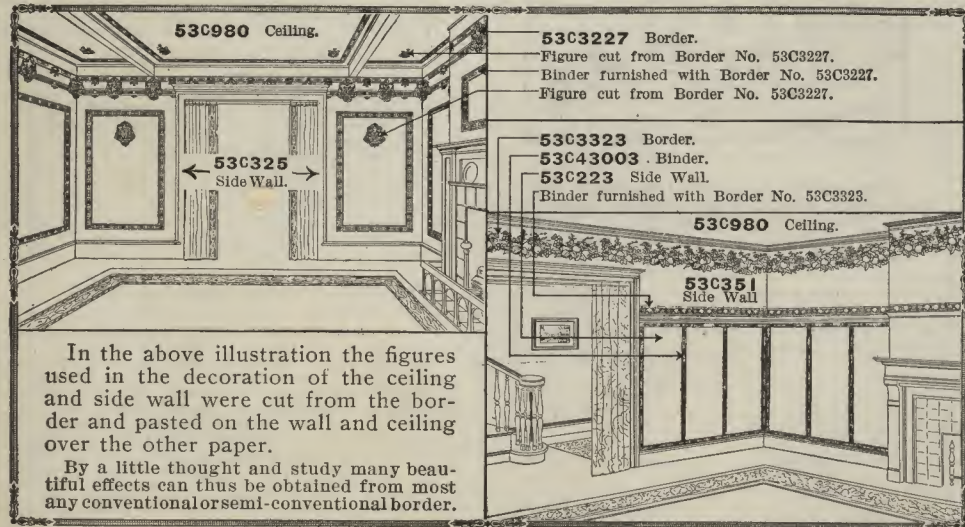
Occasionally it will happen that a strip may not be perfectly matched after being hung. In such cases remove the strip at once and proceed over again.

How to Hang the Border.

The border should be hung last and may be cut in five or six pieces, if that will make it easier for you to hang. Paste, fold and trim the border in the same way you did the side wall and ceiling paper. Take the folded strip of border, mount your platform or ladder, but do not commence in the corner; unfold the right hand end and have the end lap over on the other wall about 4 inches.

On the cut-out borders the portion cut out is allowed to remain slightly attached to the border. This makes it easy to spread the paste evenly over the edge where the border is perforated. After the paste is applied it is a simple matter to detach the cut-out portion.

Should the ceiling be uneven, measuring from the floor, it is best to draw a chalk line on the wall on a line with the lowest part in the ceiling. This chalk line can be made in the same manner as suggested in the instructions for putting on the ceiling paper, as described on page 3. This will leave the ceiling paper exposed above the border on the wall in some places. Therefore we recommend in our instructions for hanging ceiling paper that it be allowed to come down 2 inches on side wall.



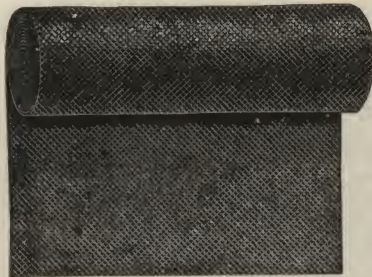
The diagrams shown to the left explain the illustrations on the front and back covers of this Wall Paper Sample Book. A method of paneling is suggested and we are giving the catalog numbers of each of the papers used to produce the beautiful effects illustrated in the interiors on the covers. Please refer to the actual samples of these side wall papers on pages 111, 116 and 126.

If you care to reproduce these beautiful interiors in your own home, send us the measurements of your rooms and state which room you wish to copy.

In the above illustration the figures used in the decoration of the ceiling and side wall were cut from the border and pasted on the wall and ceiling over the other paper.

By a little thought and study many beautiful effects can thus be obtained from most any conventional or semi-conventional border.

Colored Burlap.

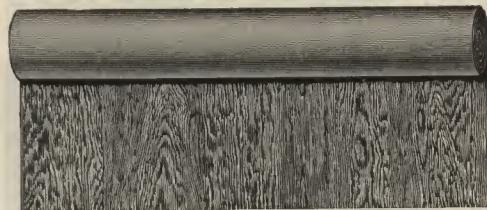


Colored Burlap is extensively used for decorating the walls of halls, stairways, dining rooms, vestibules and dens of residences; also schools, churches and stores. It is one of the most serviceable wall decorations at a low price. Burlap is applied to the wall with ordinary wall paper paste the same as wall paper and no experience is really necessary to produce good work. Our burlap is sized on the back ready for use. It is 36 inches wide. Our price is very low considering the fine quality we furnish. Samples mailed free on application. Shipping weight of 1 yard, 1 pound.

- | | | | |
|-----------|-------------|----------------------|-----|
| No. 53C25 | Dark Red. | Price, per yard..... | 26c |
| No. 53C12 | Dark Green. | Price, per yard..... | 26c |
| No. 53C47 | Brown. | Price, per yard..... | 26c |

Paper Veneer for Walls.

The Grain of the Wood Is Printed in Oil Colors on Heavy Manila Paper.
Looks Like Genuine Oak Wood but Costs Little.



This new wall covering or veneer is applied to the walls with ordinary paste and when dry a coat of shellac and a coat of varnish are applied over it, resulting in a surface that has the appearance of genuine oak wood.

This Paper Veneer is one of the few wall coverings on the market which gives the quarter sawed oak effect.

The designs are direct copies from the oak itself.

Especially suitable for wall covering where an artistic wood effect is desired at a small cost. Dining room walls may be treated as follows: Paste the paper veneer vertically around the room, below the plate rail, and between each width of paper nail a narrow strip of oak the same shade as the paper veneer. This will serve as a binder as well as dividing the side wall into panels. When dry, apply a coat of shellac and a coat of varnish to the surface, as mentioned above, and you may then wash or polish it the same as any woodwork or furniture.

One 8-yard roll will cover 72 square feet of surface, thus costing less than 1 cent per square foot.

- | | |
|------------------------------|----------------------------------------------------------|
| No. 53C1178 | Paper Veneer, Golden Oak Straight Grain, 36 inches wide. |
| No. 53C1179 | Paper Veneer, Quarter Sawed Golden Oak, 36 inches wide. |
| No. 53C1180 | Paper Veneer, Brown Weathered Oak, 36 inches wide. |
| Price, per 8-yard roll..... | (Shipping weight, 2½ pounds).....\$0.65 |
| Price, per 16-yard roll..... | (Shipping weight, 5 pounds)..... 1.25 |

Vitrophane for Windows.

(Stained Glass Paper.)



Scenes Like This Are Easily Hidden.



No. 53C1194



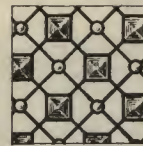
No. 53C1196



No. 53C1191



No. 53C1195



No. 53C1192

All these patterns are printed on a white background.

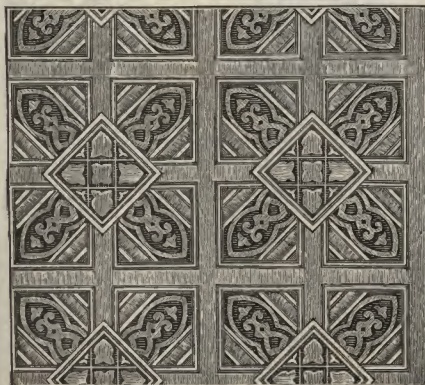
Vitrophane produces an imitation art glass effect at small cost. It is used to decorate windows, glass doors and transoms in both private and public buildings. It excludes inquisitive eyes without excluding the light and thus preserves the privacy of your home; oftentimes take the place of curtains or shades. It may be washed without injury to the fabric, is guaranteed not to fade, peel or blister. It is not affected by excessive heat or cold and will last many years. Any housewife can apply it. We have this material in five different designs, furnished in rolls 4½ yards long, 18 inches wide. If a 4½-yard piece is too large, perhaps your neighbor can use what you have left over. Samples and further description furnished on request. Shipping weight, per roll, 12 oz.

- | | |
|------------------------------------------------------------------|--------------------------------------------------------|
| No. 53C1194 | Red and green squares, black lines. |
| No. 53C1195 | Red flowers and green leaves, black lines. |
| No. 53C1191 | White lace effect pattern. |
| No. 53C1192 | Green squares, black lines. |
| No. 53C1195 | Green squares, black lines; white lace effect pattern. |
| Price, per roll, any pattern, 4½ yards long, 18 inches wide..... | 60c |

GENUINE LINCRUSTA WALL COVERING AT 13 CENTS A YARD



No. 53C51 Brown. See illustration above for design.
 No. 53C52 Tan. See illustration above for design.
 No. 53C53 Green. See illustration above for design.
 Price, per yard..... 13c



No. 53C54 Brown. See illustration above for design.
 No. 53C55 Tan. See illustration above for design.
 Price, per yard..... 13c

Lincrusta Wall Covering is a practical and high class decoration closely resembling carved leather. The figures stand out boldly and in deep relief from the background somewhat on the order of embossing, but in a much more pronounced manner. The material is heavy, and under proper treatment gives excellent service for years.

It is used for wainscoting in libraries, vestibules, public halls and churches, for stairways and entrance halls, and is used for the lower third or two-thirds of the dining room walls, being placed just beneath the plate rail. It makes one of the most serviceable wall coverings it is possible to secure. It is practically indestructible and will last for many years. It resists dampness and may be washed with soap and water without the least injury to material or finish. The colors are permanent. A coat or two of ordinary ready mixed house paint may be applied at any time if a change of color is desired.

It will not fade and can be treated in every way the same as wood. It is a most excellent material to use in place of wooden wainscoting, as it will not shrink, warp or blister, and has proved to be vermin proof.

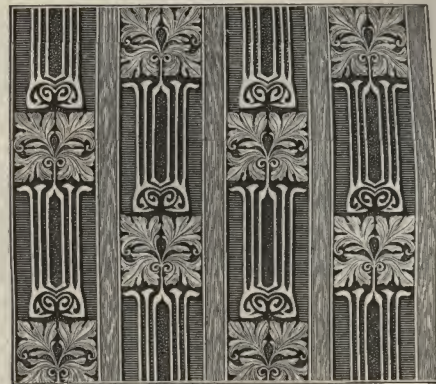
Our Lincrusta Wall Covering positively will not shrink nor pull apart at the seams when drying, leaving the wall exposed between the strips. This is a very common occurrence when using a poor grade material, and is due entirely to the inferior quality of the goods and not to the method of hanging.

Lincrusta Wall Covering Is Easily Hung

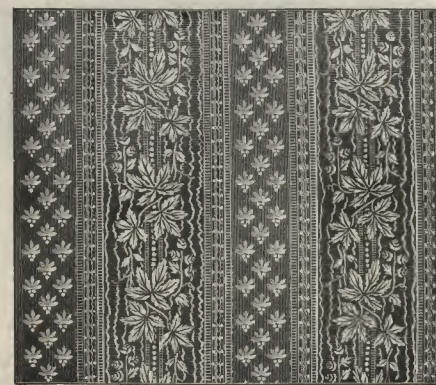
You will be agreeably surprised at the ease with which Lincrusta Wall Covering can be hung.

Samples of Lincrusta Wall Covering mailed free on request.

Complete printed instructions sent with goods, thus assuring a first class job. All designs are 19¾ inches wide when trimmed. Shipping weight, about 1 pound to the yard.

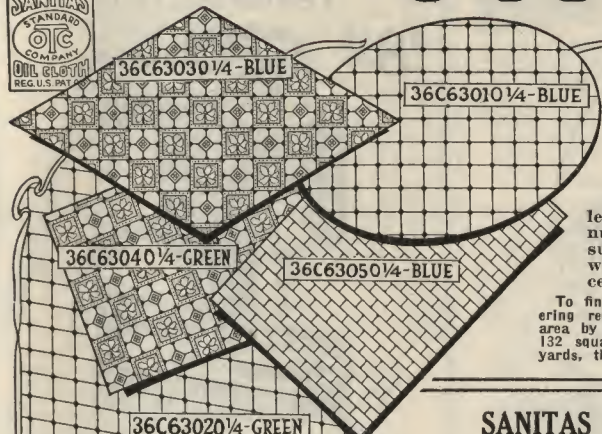


No. 53C56 Brown. See illustration above for design.
 No. 53C57 Tan. See illustration above for design.
 No. 53C58 Green. See illustration above for design.
 Price, per yard..... 13c



No. 53C59 Brown. See illustration above for design.
 No. 53C60 Tan. See illustration above for design.
 Price, per yard..... 13c

Sanitas - Oilcloths - Meritas

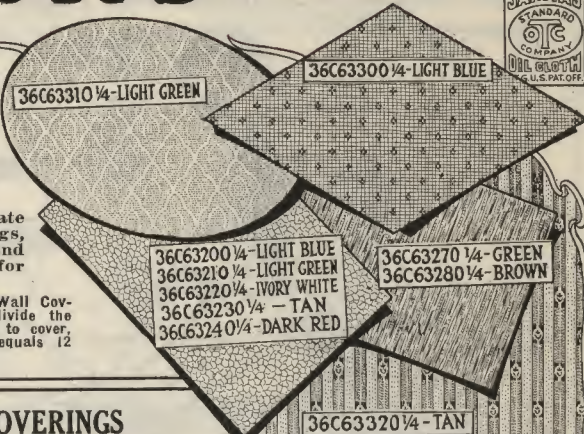


SPECIAL NOTICE.

In ordering Sanitas Wall Covering be sure to mention catalog number indicating pattern and color wanted.

When sending measurements of rooms give width, length and height, also state number and size of openings, such as doors, windows, etc., and whether covering is wanted for ceilings as well.

To find the amount of 47-inch Sanitas Wall Covering required to cover a certain area, divide the area by eleven (11). For example: Area to cover, 132 square feet, divided by eleven (11), equals 12 yards, the quantity of Sanitas to order.



SANITAS WASHABLE WALL COVERINGS

20c
AYARD

Style Suitable for Any Room in Your House.
WIDTH, ABOUT 47 INCHES.

\$2.28
12 YARDS

Sanitas Washable Oilcloth Wall Coverings are without question the best goods of the kind made for the purpose. Clean, serviceable and absolutely fadeless oil colors. The use of a damp cloth is all that is necessary to keep it fresh and clean. Whenever using soap be sure it is mild, and do not rub. Sanitas is not hard to hang, the ordinary method used in hanging wall paper is sufficient. We will gladly send samples on request. Sanitas comes in the following styles:

Glazed Sanitas Nos. 36C63010 $\frac{1}{4}$, 36C63020 $\frac{1}{4}$, 36C63030 $\frac{1}{4}$, 36C63040 $\frac{1}{4}$, 36C63050 $\frac{1}{4}$ and 36C63060 $\frac{1}{4}$ are suitable for bathrooms, kitchens, etc.

Decorative Sanitas Nos. 36C63300 $\frac{1}{4}$, 36C63310 $\frac{1}{4}$ and 36C63320 $\frac{1}{4}$, dull finish, in styles suitable for bedrooms, living rooms, etc.

Tinted Sanitas Nos. 36C63200 $\frac{1}{4}$, 36C63210 $\frac{1}{4}$, 36C63220 $\frac{1}{4}$, 36C63230 $\frac{1}{4}$ and 36C63240 $\frac{1}{4}$, dull finish, in plain colors suitable for ceilings, side walls, etc.

Leather or Burlap Effect Sanitas Nos. 36C63270 $\frac{1}{4}$ and 36C63280 $\frac{1}{4}$, for use in dining rooms, paneled rooms, etc.

See illustration for pattern and color. Order by catalog number, which indicates pattern and color wanted. Shipping weight, per yard, about 1 $\frac{1}{2}$ pounds. Add 12 $\frac{1}{2}$ ounces for each additional yard.

36C63060 1/4 - GREEN

36C63320 1/4 - TAN

36C63100 1/4 - BLUE
36C63110 1/4 - GREEN



5c
AYARD

GLAZED SANITAS BORDER.

Width, About 7 Inches.

Glazed Sanitas Oilcloth Border. For use in connection with Sanitas Glazed Washable Wall Covering, illustrated above on the left. This border does not match Decorative, Tinted or Leather Effect Sanitas. Comes in either blue or green. Order by catalog number indicating pattern and color wanted. Shipping wt., per yard, 3 ounces; 12 yards, about 2 $\frac{1}{2}$ lbs. Price, 12-yard piece.....57c

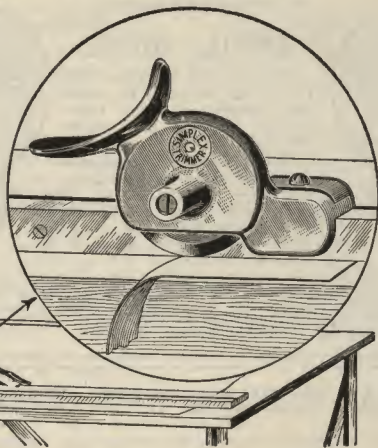
36C63120 1/4 - BLUE
36C63130 1/4 - GREEN



Do Your Own Paperhanging. You Can Do Better Work if You Use a Simplex Wall Paper Trimming Outfit



\$2⁹⁵
Complete
With 6-
Foot
Wood
Straight
Edge.



This Simplex Wall Paper Trimming Outfit was originally made for professional paperhangers and is a thoroughly practical and serviceable device. By purchasing the patents and manufacturing the outfit in our own factory we have been able to reduce the price from \$4.00 to \$2.95 for the complete outfit, placing it within easy reach of all home owners.

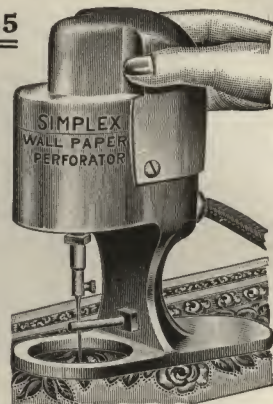
The wood straight edge is made of strips of selected hardwood joined in such a way as to prevent warping and bound on the edge by brass strips. An accurate scale is laid off on the straight edge, thus enabling the paperhanger to measure the paper while cutting, without the use of a rule. The trimmer blade is made of selected tool steel and is mounted in a highly nickel plated casting that fits the hand perfectly. This trimmer runs in a brass mounted channel and will withstand hard usage without becoming bent and useless like many other straight edges.

No paperhangers' table is necessary with the Simplex. Three boards, 8 inches wide and 7 feet long, will make as good a table as the manufactured ones. Lay the boards side by side with the ends resting on tables or other supports, tack the long pieces of zinc at the edge of the board toward you and you have a table ready for cutting paper. The board with the zinc strip, together with the entire outfit, occupies little space and can be stored away in a basement or elsewhere, as there is nothing about it that will easily spoil or become damaged. (We can supply all repair parts.) Your money will be returned if trimmer proves unsatisfactory.

- No. 30C2856 Simplex Trimmer, complete outfit, with 6-foot wood straight edge. Shipping wt., 8 pounds. Price.....**\$2.95**
- No. 30C2857 Simplex Trimmer, complete outfit, with 7-foot wood straight edge. Shipping wt., 9 pounds. Price.....**\$3.10**
- No. 30C2855 Simplex Outfit. Consists of trimmer, zinc and metal straight edge 6 feet long. Shipping weight, 11 pounds. Price.....**\$3.40**
- No. 30C2854 Simplex Outfit. Consists of trimmer, zinc and metal straight edge 7 feet long. Shipping weight, 13 pounds. Price.....**\$3.55**

This Simplex Wall Paper Perforator, Only

\$8³⁵



This Wall Paper Perforator or border cutter has been selling throughout the country for \$16.00. It has been in use long enough to demonstrate its high quality, and we unreservedly guarantee that it is the equal of any perforator on the market.

Paperhangers who previously considered a perforator an expensive luxury can now secure the Simplex at a price that is within reason. It will cut border designs quicker, easier and more accurately than can be done with shears and will save the paperhanger many valuable hours' labor.

Complete with plug and 5 feet of cord, six extra needles and 1/2 square yard of felt to cover table on which borders are cut. For direct or alternating current of 110 volts. **Be sure to state which.**

- No. 30C2835 Simplex Wall Paper Perforator. Direct current. Price.....**\$8.35**
- No. 30C2836 Simplex Wall Paper Perforator. Alternating current. Price.....**\$8.35**
(Shipping weight, each, 4 pounds.)
- No. 30C2837 Simplex Wall Paper Perforator. Complete with battery (6 dry cells, set up and connected ready for use). Price, complete.....**\$10.10**
(Shipping weight, 31 pounds.)

75c



This is, in our opinion, the best Stepladder ever put on the market for the price. Every step is securely braced with an iron rod. There are large iron washers on the sides of the ladder which prevent the nails from coming out of the steps. Besides a handy pail shelf, the ladder has double flanged steel hinge cleats riveted to the top and sides and is fitted with a folding iron lock brace. A very safe and durable ladder and worth a great deal more than the price we ask. Shipping weight, about 2 3/4 pounds per foot.

No. 30C2948	
Height	Price
5 feet.....	\$0.75
6 feet.....	.90
8 feet.....	1.20

Patent Folding Trestle.

Strong and practical. All joints are strengthened with special steel clamps so there is no danger of splitting the sticks where the bolts pass through. Height adjustable, 29 to 33 inches. Width, 36 inches. Will stand unusually heavy work. Shpg. wt., about 6 lbs. No. 30C2849 Price, per pair.....84c



Ruled Knife Straight Edge. Without Brass.

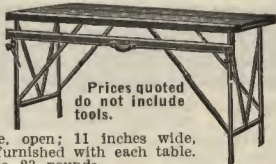


As true as a straight edge can be made. Made of five pieces, hard maple on outer edges. Shpg. wt., about 5 lbs.

No. 30C2866	Length, 6 feet.	Price.....	55c
No. 30C2867	Length, 7 feet.	Price.....	65c
No. 30C2868	Length, 8 feet.	Price.....	80c

Folding Pasting Table.

One of the best Folding Pasting Tables on the market. Well made, strong and light. Space and hooks for carrying straight edge and tools. 22 inches wide, open; 11 inches wide, closed. A zinc strip furnished with each table. Shipping weight, 20 to 23 pounds.



Prices quoted do not include tools.

No. 30C2840	Price, 7 feet long.....	\$3.00
No. 30C2841	Price, 8 feet long.....	3.20



Oval Varnish Brushes.

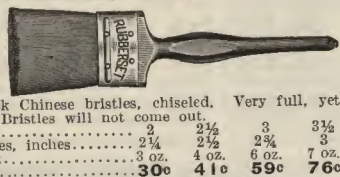
You can cover more surface and do better work with an oval varnish brush than with any of the flat varnish brushes. An oval varnish brush is recommended for varnishing floors, woodwork, buggies and wagons. Flat varnish brushes are recommended for table tops and furniture. Selected pure Chinese bristles, very elastic and full. Nickel plated ferrule. A brush that will do good work and last a long time.

Width, inches.....	1 3/4	1 3/8	1 1/2	2	2 1/4	2 3/4
Length of bristles, in.....	2 3/4	3 3/8	3 3/4	4 1/4	5 1/4	6 3/4
Shipping weight.....	4 oz.	5 oz.	5 oz.	6 oz.	6 oz.	6 oz.
Price, each.....	38c	46c	54c	66c	76c	91c

Varnish Brush, Rubberset.

No. 30C3039 Rubberset Varnish Brush. Bristles are set in hard rubber and bound with a metal ferrule. High quality black Chinese bristles, chiseled. Very full, yet light in weight. Bristles will not come out.

Width, inches.....	2 1/4	3	3 3/4
Length of bristles, inches.....	2 1/4	2 3/4	3
Shipping weight.....	3 oz.	4 oz.	6 oz.
Price.....	30c	41c	59c



Smoothing Brushes.

Householders' Smoothing Brush. A brush of this kind is necessary to insure a good smooth job of paperhanging. Made of selected elastic grass fiber that will not scratch nor tear the paper. This brush should not be confused with the heavy coarse fiber brushes that are usually sold at from 10 to 15 cents. Shipping wt., 6 oz. No. 30C3130 Price.....12c

Paperhangers' Smoothing Brush. Two rows stiff Chinese bristles, 2 inches long, wire bound. No. 30C3132

Width, inches.....	10	12
Shipping weight, ounces.....	7	16
Price.....	79c	98c

Paperhangers' Paste Brushes.

Mixed white and gray bristles, all hair, no fiber, double nailed, leather bound. Width, 7 1/2 inches; length of bristles, 3 1/4 inches. Shipping weight, 1 pound 1 oz. No. 30C3134 Price.....71c



Paste Board.

Made of 1/2-inch thick, clear, air dried whitewood, built up of several boards tongued and grooved, and glued to prevent dishing. Four bairns to prevent warping and linged with three hinges. 22 inches wide, open; 11 inches wide, closed. A zinc strip furnished with each board. Shipping weight, 15 pounds.

No. 30C2842	Length, 6 feet.	Price.....	\$1.50
No. 30C2845	Length, 7 feet.	Price.....	1.60
No. 30C2847	Length, 8 feet.	Price.....	1.75

Paperhangers' Shears.



Wilbert Paperhangers' or Bankers' Shears. Nickel plated steel laid blades and enameled handles. Fully guaranteed. Shipping weight, 10 to 14 ounces.

No. 30C2834	
Size, inches.....	10 12 14
Length of cut, inches.....	5 3/4 7 8 3/4
Price.....	54c 67c 94c

Large Seam Roller, 1 1/4 inches wide, 1 1/2 inches in diameter. Maple roller, polished handle. Shipping wt., 4 ounces.

No. 30C2800 Maple Seam Roller. 1-inch wide, polished handle. Shipping weight, about 3 ounces. Price.....12c

Slide Arm Seam Roller, with bevel face, wood roller. Shipping weight, 3 ounces. No. 30C2807 Price.....14c

Paperhangers' Square Point Knife. Extra quality steel, wood handle. Shpg. wt., 5 oz. No. 30C2934 Price.....12c

Chisel Putty Knife. Heavy blade, 1/4 inch thick with chisel edge. For applying putty, digging out old putty, pulling out tacks and driving glaziers' points. This is one of the handiest all around putty knives made. Shipping weight, 7 ounces. No. 30C2906 Price.....15c

Scraping Knife. Steel blade, cocobolo handle, steel bolt. Shipping weight, 5 to 11 ounces. No. 30C2924

Width of blade, inches.....	3	4
Price, each.....	35c	50c

Wheel Knife for trimming wall paper. Shoulder on both sides. Blade, 2 inches in diameter. Shipping weight, 3 ounces. No. 30C2820 Price.....20c

Wall Paper Trimmer or Wheel Knife. Enables you to cut several thicknesses of paper with very little pressure. Blades are made of tempered steel, 2 inches in diameter. Shipping weight, 9 ounces. No. 30C2824 Price.....42c

Wheel Combination Base Trimmer and Paper Knife. No paperhanger should be without this handy tool. Shpg. wt., 5 oz. No. 30C2826 Price.....35c

Shipping weight of molding, 12 feet, about 1 pound.

White Enameled Moldings.



Polished White Enameled Molding, 1½ inches wide. Will look well with any light color wall paper or decoration. Can be used in parlors, dining rooms, bedrooms, etc.

No. 53C1209 Price, per foot.....2c



White Molding, 1½ inches wide. Semi or half gloss finish. An exceedingly pretty and neat appearing molding. As illustrated, this molding has three gilt lines. Used with any light color wall paper.

No. 53C1210 Price, per foot.....2½c



White Enameled Molding, 1½ inches wide. No composition used in the manufacture of this molding. Enamel is applied direct to the wood.

No. 53C1211 Price, per foot.....2½c

Extra White Enameled Moldings.



A new pattern White Enamel Molding of plain artistic design, finished direct on the wood, making a very durable finish, as no composition is used. This is extra thickness and is a high grade molding.

No. 53C1212 White Enameled Molding, 1½ inches wide. Price, per foot.....3c
 No. 53C1213 White Enameled Molding, 2 inches wide. Price, per foot.....3½c

Imitation Oak and Pine Molding.



Imitation Oak and Georgia Pine Moldings, nicely grained and polished. Used with any color wall paper or decoration.

No. 53C1214 Imitation Oak, 1½ inches wide. Price, per foot.....1½c

No. 53C1215 Imitation Oak, 2 inches wide. Price, per foot.....2½c

No. 53C1216 Imitation Georgia Pine, 1½ inches wide. Price, per foot.....1½c

No. 53C1217 Imitation Georgia Pine, 2 inches wide. Price, per foot.....2½c

Veneer Grained Molding.



A better finished molding than the ordinary imitation oak. Suitable for any color wall paper or decoration.

No. 53C1218 Veneer Grained Molding, 1½ inches wide. Price, per foot.....2c

No. 53C1219 Veneer Grained Molding, 2 inches wide. Price, per foot.....3c

Angle Beading.



Angle Beading, ¾ inch wide. Put in angle of wall and ceiling same as the cove molding, but no pictures can be hung from the beading. Picture molding can be used in connection with the beading. Extensively used for finishing parlors, dining rooms and bedrooms. Used with any color wall paper or decoration. Finished in gilt. Shipping weight, 12 feet, 10 ounces.

No. 53C1246 Price, per foot.....2c

Panel Beadings and Dividers.



Ornamented Gilt Flat Beading, ¾ inch wide. For paneling purposes. Can be used for a divider if a narrow molding is desired. Shipping weight, 12 feet, 12 ounces.

No. 53C1252 Price, per foot.....2c



Ornamented Gilt Beading, ½ inch wide. Used for paneling on ceiling and side wall. The gilt will not tarnish; we guarantee it. Shipping weight, 12 feet, 8 ounces.

No. 53C1249 Price, per foot.....2c



Another Design Ornamented Gilt Beading, ½ inch wide. Very neat and attractive. Used the same as our No. 53C1249 Beading. Shipping weight, 12 feet, 8 ounces.

No. 53C1250 Price, per foot.....2c

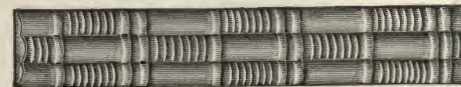
Burnished Beading.



Burnished Gilt Beading, ½ inch wide. Used for paneling, etc. Shipping weight, 12 feet, 6 ounces.

No. 53C1251 Price, per foot.....2c

Oxidized Beading.



Oxidized Gilt Beading, 1 inch wide. For paneling and to be used for a divider. See description of Oxidized Gilt Moldings on page 13. Shipping weight, 12 feet, 12 ounces.

No. 53C1248 Price, per foot.....2½c

Our Plate Rails and Other Moldings Are Noted for Their Excellent Finish

Panel Strips and Chair Rails.



This is a plain smooth strip used to panel side walls. It is just the thing to cover the joints of burlap, Lincrusta wall covering or imitation veneer below the plate rail, or for making a fine panel effect over the joints of wall board. Width, 1 3/4 inches. Shipping weight, each 12-foot length, 1 pound.

No. 53C1238 Oak, dull Mission finish.	
Price, per foot.....	3c
No. 53C1239 Oak, unfinished.	
Price, per foot.....	2 1/2c
No. 53C1240 Imitation Mission Oak.	
Price, per foot.....	2 1/2c

Chair Rails or Dividers.



Very substantial and highly finished in a fine French polish. Shipping weight, 12 feet, 1 1/2 to 3 pounds.

No. 53C1235 Solid Plain Oak Chair Rail.	
Width, inches.....	2 3
Price, per foot.....	3 1/2c 5c
No. 53C1236 Imitation Oak, dull Mission finish.	
Width, inches.....	2 3
Price, per foot.....	3c 4c



Chair Rail, 2 1/4 inches wide. Polished solid oak. Used as chair rail or as dado rail or divider. Fine French polish. Shipping weight, 12 feet, 3 pounds.

No. 53C1237	Price, per foot.....	4c
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Plate Rail Ends or Brackets.

Be sure to state size wanted when ordering.



The illustration shows one of our carved end pieces attached to a plate rail. They are used to finish ends at doors and windows or in corners, thus doing away with mitering. Shipping weight, each, 3 ounces.

No. 53C1259 Polished Oak.	
Width, inches.....	3 4
Price, each.....	8c 9c
No. 53C1260 Natural Pine.	
Width, inches.....	3 4
Price, each.....	7c 8c

Mahogany Moldings, Superb Finish.



Made of soft wood stained and hand polished in dark rich mahogany finish. Mahogany is very popular now, and we recommend this molding as one of the best of its kind. Shipping wt., each 12-foot length, about 1 pound.

No. 53C1222 1 1/2 inches wide.	
Price, per foot.....	2 1/2c
No. 53C1223 2 inches wide.	
Price, per foot.....	3 1/2c

Extra Quality Imitation Oak Molding.



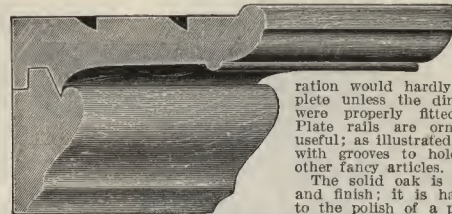
Made of clear select soft wood of extra good thickness grained in an excellent imitation of oak and hand polished. We are sure the extra fine quality of this molding will please you. Shipping weight, each 12-foot length, about 1 pound.

No. 53C1224 1 1/2 inches wide.	
Price, per foot.....	2 1/2c
No. 53C1225 2 inches wide.	
Price, per foot.....	3 1/2c

Plate Rails.

Plate Rails are now put in almost every modern residence. The decoration would hardly be considered complete unless the dining room or library were properly fitted with plate rails. Plate rails are ornamental as well as useful; as illustrated, it is a narrow shelf with grooves to hold photos, china and other fancy articles.

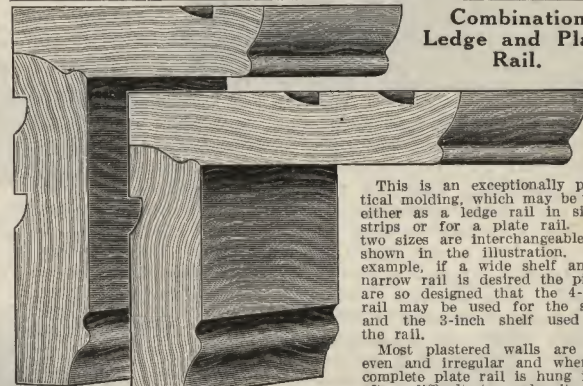
The solid oak is the finest in quality and finish; it is hand polished, similar to the polish of a piano.



The imitation oak is a splendid imitation of solid oak, nicely grained and polished. Shipping weight, 12 feet, 8 pounds.

No. 53C1253 Solid Oak Plate Rail, 3-inch shelf.	Price, per foot...	9c
No. 53C1254 Solid Oak Plate Rail, 4-inch shelf.	Price, per foot...	12c
No. 53C1255 Imitation Oak Plate Rail, 3-inch shelf.	Price, per foot...	8c
No. 53C1256 Imitation Oak Plate Rail, 4-inch shelf.	Price, per foot...	10c
No. 53C1257 Natural Pine, finished, 3-inch shelf.	Price, per foot...	8c
No. 53C1258 Natural Pine, finished, 4-inch shelf.	Price, per foot...	10c
No. 53C1261 Dull Mission Oak, 4-inch shelf.	Price, per foot.....	12c

Combination Ledge and Plate Rail.



This is an exceptionally practical molding, which may be used either as a ledge rail in single strips or for a plate rail. The two sizes are interchangeable, as shown in the illustration. For example, if a wide shelf and a narrow rail is desired the pieces are so designed that the 4-inch rail may be used for the shelf and the 3-inch shelf used for the rail.

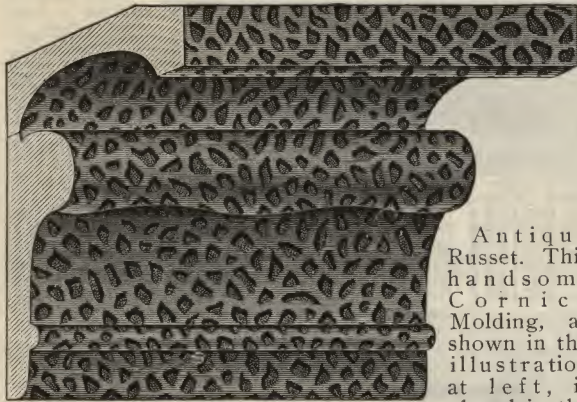
Most plastered walls are uneven and irregular and where a complete plate rail is hung it is often difficult to make it conform to the various irregularities in the wall. In putting up this combination plate rail, the ledge being but one piece, easily conforms to the irregularities existing in the wall and it is then only necessary to lay the shelf on the ledge, the strong interlocking joint requiring very little nailing.

Especially is this combination valuable where a long plate rail is necessary, which would otherwise have to be jointed. It can be so hung that the joints will not both come in the same place and by overlapping the joints a more substantial rail is obtained.

No. 53C1262 Polished Oak. Width, inches.....	3	4
Price, per foot.....	7c	9c
No. 53C1263 Oak. Dull Mission finish. Width, inches.....	3	4
Price, per foot.....	7c	9c
Shipping wt., each 12-foot length, pounds.....	6	8 1/2

Fine Quality Cornice, Cove and Panel Moldings at Low Prices

New Cornice Molding.



Antique Russet. This handsome Cornice Molding, as shown in the illustration at left, is

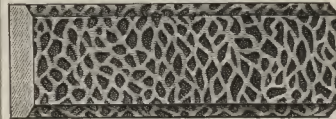
placed in the angle of ceiling and side wall, and also as a finish over the doors and windows. It is made in two pieces, easily put up, and forms a complete cornice and picture molding. The low relief ornament has just sufficient suggestion of detail to give an indefinable charm to the Oriental bronze finish. The finish may be described as a two-shade Oriental russet brown, shading to just enough green to give a richly harmonious effect. This cornice is suitable to any style of decorating and is especially adapted to any of the darker shades of paper. It extends 5 inches on the side wall and 2½ inches on the ceiling. Shipping weight of the two members, 12 feet long, 9 to 10 pounds.

No. 53C1230

Price, per foot.....15c

(The price includes the complete cornice of the two moldings as shown in the illustration.)

New Panel Molding or Divider.



This molding is used to panel the lower side wall, and matches in style and is of the same high class as the cornice molding illustrated to the left. The 1½-inch is used for uprights, and the 2-inch for the horizontal strips, making a beautiful rich effect especially suitable over Lincrusta wall covering or burlap, etc.

May also be furnished in ivory color enamel to be used with the white enameled cove molding listed below. Shipping weight of 12-foot lengths, 2½ pounds.

No. 53C1242 Width, 1½ inches. Antique russet brown.

Price, per foot.....3½c

No. 53C1243 Width, 2 inches. Antique russet brown.

Price, per foot.....5½c

No. 53C1244 Width, 1½ inches. Ivory color enamel.

Price, per foot.....3½c

No. 53C1245 Width, 2 inches. Ivory color enamel.

Price, per foot.....5½c

White Enameled Cove Molding.

White Enameled Cove Molding. One of the highest qualities of white cove moldings made.



No. 53C1229

Width, inches.....1¾ 2½ 3

Price, per foot.....3c 5c 6c

Shipping weight of 12-foot lengths, 2½ pounds.

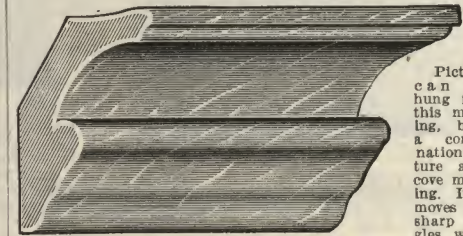
Ornamented Unfinished Basswood Cove Molding.



Ornamented Unfinished Basswood Cove Molding. Made of select clear soft basswood. Takes stain or paint nicely and may be finished to match wood-

work. Width, 4 inches. Shipping wt., of 12-foot lengths, 5 lbs. No. 53C1228 Price, per foot.....7c

Genuine Oak and Georgia Pine Cove Molding.



Pictures can be hung from this molding, being a combination picture and cove molding. It removes the sharp angles where the ceiling

the side wall connects with the ceiling and gives the ceiling a well finished appearance. Easily put up.

No.	Material	Price, per Ft., per Ft.		
		3-Inch Width	4-Inch Width	5-Inch Width
No. 53C1231	Oak, dull Mission finish.	7c	9c	11½c
No. 53C1232	Oak, unfinished	5½c	7½c	9c
No. 53C1233	Georgia Pine, polished	5½c	7c	8½c
No. 53C1234	Georgia Pine, unfinished	3½c	4½c	5½c

Shipping weight of 12-foot lengths, 6 to 8 pounds.

Imitation Oak Cove Molding.

(Same design as above.)

Imitation oak, beautifully grained and highly polished. Will harmonize with any color wall paper or decoration.

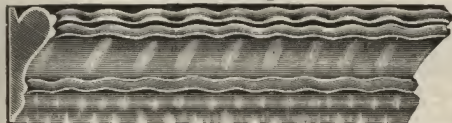
No.	Material	Price, per Ft., per Ft.		
		3-Inch Width	4-Inch Width	5-Inch Width
No. 53C1226	Imitation oak.	1¾	2½	4
		3½c	5c	8c

Shipping weight of 12-foot lengths, 6 to 8 pounds.

Room Moldings

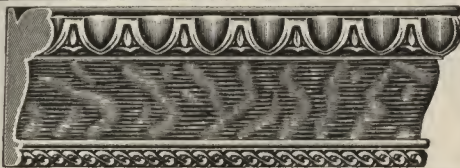
Molding is furnished only in original lengths. For example, when an order for 26 feet of molding is received, we furnish two 12-foot lengths, and a piece 2 feet long, and do not cut the 12-foot lengths up into smaller strips to suit the requirements of special rooms. Our low price does not permit this extra handling, so in ordering do not ask to have molding cut specially. Shipping weight of moldings, each 12-foot length, about 1 pound.

Gilt Moldings.



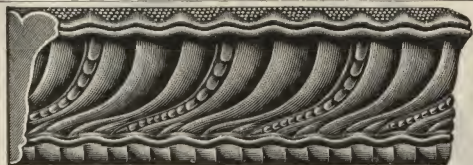
All Gilt Molding, 1½ inches wide. Plain design, yet very effective. Leading Chicago decorators are using this molding, which proves its merit.

No. 53C1203 Price, per foot.....2½¢



Fancy All Gilt Molding, 2 inches wide. Made in the new moire design. Used with any shade or color of wall paper.

No. 53C1204 Price, per foot.....3¢



All Gilt Molding, 2 inches wide. Heavy design. Very artistic and attractive.

No. 53C1205 Price, per foot.....3¢



All Gilt Molding, 1½ inches wide. Palm leaf design. Will look well with any pattern wall paper.

No. 53C1202 Price, per foot.....2½¢

Gilt Moldings.



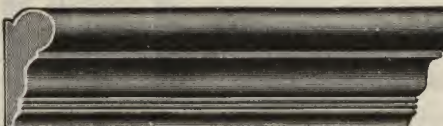
All Gilt Molding, 1½ inches wide. Design is neat and attractive. Gilt moldings may be used with any shade or color of wall paper.

No. 53C1200 Price, per foot.....2½¢



Beautiful New All Gilt Molding, 1½ inches wide. The top part is reeded and has raised ornaments. May be used with any shade or color wall paper.

No. 53C1201 Price, per foot.....2½¢



Burnished Gilt Molding, 1½ inches wide. Standard quality of gilt; will last for years. Lower part finished in matte gilt bronze and upper part highly burnished. Can be used in any room with any color wall decoration.

No. 53C1206 Price, per foot.....3½¢



Matte Gilt. One of our latest patterns of very artistic design and of extra thickness. The finish is extremely durable. This molding is suitable for any style of decoration.

No. 53C1220 Width, 1½ inches.
Price, per foot.....3½¢

No. 53C1221 Width, 2 inches.
Price, per foot.....4¢

Oxidized Gilt Moldings.



Oxidized Gilt Moldings will add immensely to the decoration of dining rooms, libraries, living rooms and dens. The finish resembles pure gold that has become oxidized or discolored by exposure. The raised ornaments of the molding are bright gilt, with either a brown or green tint, while the background or sunken portions are finished in a dark stained bronze. A very handsome molding.

No. 53C1207 Oxidized Gilt Molding, finished in green. 1½ inches wide. Used with green or red background papers.

Price, per foot.....3¢

No. 53C1208 Oxidized Gilt Molding, finished in brown. 1½ inches wide. Used with brown, tan or cream papers. Price, per foot.....3¢

Paste Wood Filler.



All open grained hardwood such as oak, ash, walnut and mahogany must be filled after being stained and shellacked in order to produce a perfect varnish finish. For this purpose we recommend our Seroco Paste Wood Filler, which is one of the very best fillers made. It comes in light or dark oak and is very easily applied. Mix together 5 pounds of paste filler with enough stain to color it. Then add turpentine or benzine

to bring the mass to the consistency of heavy paint. It is then ready to be used. Five pounds of the filler will cover about 300 square feet.

No. 30C2661 Light oak.

No. 30C2662 Dark oak.

1-pound can. Shipping weight, 2 pounds.....\$0.10

5-pound can. Shipping weight, 7 pounds.....1.40

25-pound can. Shipping weight, 31 pounds.....1.60

Interior Spar Varnish.

Specially adapted for finishing highest class interior woodwork that is to be left in the gloss; it may, however, be rubbed if desired. Exceedingly pale, free working and durable. Dries hard in two to three days.

No. 30C2719

Quantity	Shpg. Wt.	Price
5 gallons	45 lbs.	\$8.25
1 gallon	11 lbs.	1.75
½ gallon	5½ lbs.	.97
1 quart	4 lbs.	.63
1 pint	2½ lbs.	.30





Seroco Elastic Sizing.

This sizing can be used on whitewashed, painted or sand finished walls or ceilings, and on brick, wood, metal, glass or other surfaces, and insures a perfect surface on which to hang any material. A most sanitary sizing. It covers the maximum of surface and is thus most economical. It sticks, and sticks for good. For burlap, pressed paper, Lincrusta wall covering or other heavy wall coverings, it is the best and surest sizing we know of. Used on kalsomined walls it saves the annoyance of washing, and paper can be hung without danger of peeling. It is very simple to use. To prepare painted, varnished, iron or glass surfaces before applying wall paper or heavy covering add 2½ quarts of hot water and stir in ½ pound of whiting to each quart of size. Just dissolve in hot water. One quart will make 1 gallon of liquid size.

No. 30C2789
 1-quart can. Shipping weight, 3 pounds.....\$0.33
 1-gallon can. Shipping weight, 10½ pounds..... 1.05

Cold Water Dry Paste.

Dissolves immediately in cold water. Makes a transparent and snow white paste. It is very adhesive and one of the most economical dry pastes on the market. Convenient, saves time, is mixed at the job and is ready for immediate use. Will not sour and can be used to hang any kind of wall paper.



One 2-pound package will make 2 gallons of ready to use paste or enough for a room 10x12x9 feet.

No. 30C2787
 2-Lb. 5-Lb. 25-Lb.
 Package Bag Drum
 Shipping weight.....3 lbs. 7 lbs. 30 lbs.
 Price20c 45c \$1.75

Prepared Paste Flour. Only Boiling Necessary.



Guaranteed to make a very strong and most adhesive paste. One pound will make 3 gallons of ready to use paste or 1 gallon of solid paste. No chemicals or preservatives required. Will not sour.

No. 30C2786
 1-Lb. 25-Lb.
 Package Drum
 Shipping weight.....1½ lbs. 31 lbs.
 Price 10c \$1.50

Pure Shellac in Denatured Alcohol.

This shellac is of lighter body than our regular goods, having been thinned with denatured alcohol to the proper consistency for use in connection with our Seroco Architectural Wood Stains. We cannot guarantee good results if heavier shellacs are used. The wood is first stained and when dry a light coat of shellac is applied. White shellac is applied when Pollard and Weathered Oak stains are used.



No. 30C2656 White Shellac.
 Pint Quart ½ Gal. Gallon
 Shipping wt...2 lbs. 3 lbs. 6½ lbs. 10½ lbs.
 Price25c 43c 80c \$1.40

No. 30C2657 Orange Shellac.
 Pint Quart ½ Gal. Gallon
 Shipping wt...2 lbs. 3 lbs. 6½ lbs. 10½ lbs.
 Price24c 41c 78c \$1.30

Architectural or Mission Wood Stains.



We guarantee these stains to be of extra fine quality. They are intended for staining interior woodwork of new buildings. Architects' specifications usually call for certain brands of stain, but you are safe in using our stains, as we guarantee them to give the best results or return your money.

No. 30C2644 Weathered Oak Oil Stain.
 No. 30C2646 Pollard Oak Oil Stain.
 No. 30C2647 Golden Oak Oil Stain.
 No. 30C2648 Mahogany Oil Stain for Birch only.
 Pint Quart Gallon
 Shipping weight...1½ lbs. 2½ lbs. 10½ lbs.
 Price 32c 57c \$1.90

GET THIS BOOK IT'S FREE

In our Paint Color Book you will find more than 150 color samples of house paints, barn paints, roof paints, floor paints, buggy and carriage paints, as well as a complete line of decorative enamels, varnish stains and kalsomine tints. It also lists a complete line of painters' and paperhangers' tools and supplies, whitewashing and spraying machines, lubricating oils and automobile sundries.

It tells you how to figure the amount of paint needed, how to apply it so as to get the best results, what combinations of color harmonize, what tools to use and many other details which you may wish to know.

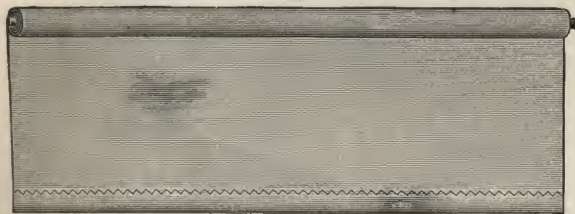
This splendid book gives you the brighten up spirit. It makes you want to brighten up your home inside and out. It tells you how small the cost is and how easily the work can be done.

Even if you only want to brighten up a shabby looking chair, or a perfectly good bed that's a bit scratched, or some other piece of furniture, send today—now, for this new, interesting and instructive book. It is free for the asking. We are glad to send it. Just write us a postal card or letter saying, "Send me Paint Color Book."

WRITE TODAY!
 NOW!



Plain Oil Opaque Window Shades



If you do not see the shades you want on this page, send for our big General Catalog.

Plain Oil Opaque Window Shades. Made from first quality oil opaque shade cloth and mounted on substantial patent spring rollers. For best service and satisfaction we recommend these shades in preference to the cheaper water color shades. Plain Oil Opaque Shades are furnished according to sizes and prices quoted below and in the following colors: Pea green, terra cotta, dark green, buff, dark olive, slate or white. **Mention color and size wanted.**

No. 24C1120 ¹ / ₄	Width, 36 inches. Length, 6 feet.....	35c
No. 24C1130 ¹ / ₂	Cut down less than 36 inches wide. Length, 6 feet.....	39c
No. 24C1140 ¹ / ₄	Width, 36 inches. Length, 7 feet.....	40c
No. 24C1150 ¹ / ₂	Cut down less than 36 inches wide. Length, 7 feet.....	44c
No. 24C1160 ¹ / ₄	Width, 36 inches. Length, 8 feet.....	45c
No. 24C1170 ¹ / ₂	Cut down less than 36 inches wide. Length, 8 feet.....	49c
No. 24C1182 ¹ / ₄	Width, 38 inches. Length, 7 feet.....	50c

Fringed Oil Opaque Window Shades



Fringed Oil Opaque Window Shades. Made from first quality oil opaque shade cloth. Same quality as the plain shades quoted to the left, but trimmed with 3¹/₄-inch fringe. These are the most satisfactory shades on the market for general home use. Fringed Oil Opaque Shades are furnished according to sizes and prices quoted below and in the following colors: Pea green, terra cotta, dark green, buff, dark olive, slate or white. **Always mention color and size wanted.**

No. 24C1190 ¹ / ₄	Width, 36 inches. Length, 6 feet.....	42c
No. 24C1200 ¹ / ₂	Cut down less than 36 inches wide. Length, 6 feet.....	46c
No. 24C1210 ¹ / ₄	Width, 36 inches. Length, 7 feet.....	47c
No. 24C1220 ¹ / ₂	Cut down less than 36 inches wide. Length, 7 feet.....	51c
No. 24C1230 ¹ / ₄	Width, 36 inches. Length, 8 feet.....	50c
No. 24C1240 ¹ / ₂	Cut down less than 36 inches wide. Length, 8 feet.....	54c
No. 24C1252 ¹ / ₄	Width, 38 inches. Length, 7 feet.....	55c

Special Size Made to Order Window Shades

These shades are made to order from first quality hand made oil painted shade cloth and are mounted on imported Hartshorn shade rollers. It usually requires about five days to have special size shades made to order. We require the full amount of cash with the order in every instance. Be sure to give the right width and length, and specify whether the width is for the length of roller from tip to tip or for the width of cloth. **Don't fail to give size and color wanted.**

COLORS—Special size shades are made only in the following colors: Dark green, dark olive green, terra cotta, slate, pea green, white or buff. Shade cloth 48 inches and wider is made of heavier fabric and will not always exactly match colors of smaller shades.

In the price list below, "width in inches" is the width of cloth. If the exact size you wish is not given in the following schedule, the next larger size will be charged, but the shade will be made the exact size you order. Slats and brackets are included.

Be sure to state width and length desired and allow the correct amount.

No. 24C1500¹/₂ Order by Number, and Be Sure to State Width, Length and Color Wanted

Width in Inches.....	38.	42	45	48	54	63	72	81	90	102	108	120
Length, 4 feet.....	\$0.42	\$0.51	\$0.60	\$0.68	\$0.80	\$1.09	\$1.59	\$1.98	\$2.21	\$2.45	\$4.09	\$5.72
Length, 5 feet.....	.48	.60	.70	.80	.92	1.28	1.78	2.23	2.49	2.77	4.48	6.29
Length, 6 feet.....	.55	.68	.80	.92	1.06	1.47	2.02	2.49	2.77	3.08	4.89	6.85
Length, 7 feet.....	.62	.77	.91	1.04	1.19	1.65	2.24	2.75	3.05	3.40	5.29	7.41
Length, 8 feet.....	.68	.85	1.01	1.16	1.31	1.84	2.48	3.01	3.33	3.71	5.68	7.97
Length, 9 feet.....	.72	.97	1.18	1.28	1.45	2.18	2.70	3.28	3.61	4.03	6.09	8.53
Length, 10 feet.....	.79	1.06	1.28	1.40	1.59	2.26	3.05	3.54	3.89	4.34	6.50	9.09
Length, 11 feet.....	.86	1.14	1.38	1.52	1.72	2.55	3.27	3.80	4.17	4.66	7.63	9.65
Length, 12 feet.....	1.02	1.23	1.48	1.64	1.86	2.74	3.54	4.06	4.45	4.97	8.04	10.21

No. 24C1510¹/₂ If fringe is wanted on above shades, allow the following prices in addition to the price of the Window Shade, No. 24C1500¹/₂.

Width, inches.....	38	42	45	48	54	63	72	81
Price, each.....	14c	15c	16c	17c	18c	20c	23c	26c

LETTERING—Price for lettering window shades with shaded gilt letters is 35 cents a running foot extra.



How to Order, Our Terms, and How to Send Money.

It is a very simple matter to order wall paper from us. On the back of each paper sample we print the name and the price of the paper for the wall, border and ceiling. In making your selection you can refer to colored illustration of the sample. From this you will be able to form an idea as to the appearance of the paper after it has been put on the wall. Use our regular order blank if you have one, or if you have no order blank use any plain sheet of paper; give us the name of the paper you have selected, also give the catalog number of the paper for the side wall and tell us how many rolls of it you want (remembering there are 16 yards to a double roll); then give the catalog number of the border and tell how many yards of border you want, also give the catalog number of the ceiling paper and tell us how many rolls of it you want, sign your name and give your postoffice address, being sure to also give your street number, postoffice box number or R. F. D. number (if you have one), your shipping point if it is different from your postoffice, and tell us whether you wish the goods shipped by freight, express or parcel post. We advise that goods be sent by freight or express whenever practicable.

We require cash with orders. The best ways to send money are in the form of an express or postoffice money order, bank draft or currency in a registered letter. If you have a checking account at a bank you may send us your personal check if you find it more convenient. We positively guarantee to satisfy you or return your money.

Average Shipping Weights of Wall Paper

Side wall or ceiling, double roll, 16 yards. About..... 1½ lbs.
 Border, 16 yards, 18 inches wide. About..... 1½ lbs.
 Border, 16 yards, 9 inches wide. About..... 13 oz.

About Parcel Post Shipments

For charges on parcel post shipments please refer to our big General Catalog, where the parcel post is fully explained.

How to Find the Quantity of Paper You Will Need for Various Rooms

First—Find the distance around room by taking a yard stick or tape measure and start at one of the corners and measure all four walls, finishing at the same point from which you started. Next—Find the height of the room by measuring from ceiling or molding to floor or baseboard. When the distance around room as well as the height have been determined, refer to the table on this page and you will learn how much paper is required.

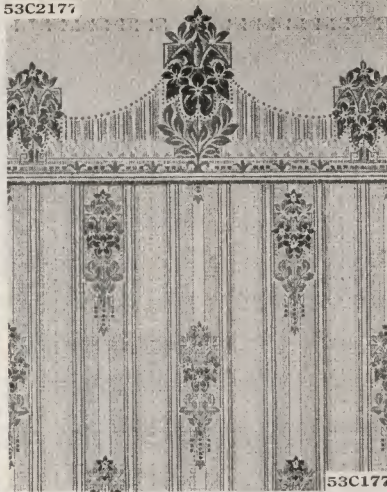
Distance Around Room, Ft.	Double Rolls of Side Wall Necessary, According to Height of Room					Double Rolls of Ceiling (Add one double roll if drop ceiling is wanted)	Yards of Border
	8 Feet	9 Feet	10 Feet	11 Feet	12 Feet		
30	3	3	4	4	4	1	10
32	3	3	4	4	5	1	11
34	3	4	4	5	5	2	12
36	3	4	4	5	5	2	12
38	4	4	5	5	6	2	13
40	4	4	5	6	6	2	14
42	4	5	5	6	6	2	14
44	4	5	6	6	7	2	15
46	5	5	6	6	7	3	16
48	5	6	6	7	7	3	16
50	5	6	6	7	8	3	17
52	5	6	7	7	8	3	18
54	5	6	7	8	8	3	18
56	6	7	7	8	9	4	19
58	6	7	8	8	9	4	20
60	6	7	8	9	9	4	20
62	6	7	8	9	10	4	21
64	7	7	8	9	10	4	22
66	7	8	9	10	10	5	22
68	7	8	9	10	11	5	23
70	7	8	9	10	11	5	24
72	7	8	9	10	11	6	24
74	8	9	10	11	12	6	25
76	8	9	10	11	12	6	26
78	8	9	10	11	12	7	26
80	8	9	10	11	13	7	27
82	9	10	10	12	13	7	28
84	9	10	11	12	13	8	29
86	9	10	11	12	13	8	29
88	9	10	12	13	14	8	30
90	9	11	12	13	14	9	31
92	10	11	12	13	14	9	31

The above table does not apply to the ceilings of long hallways. To determine the correct number of double rolls required for the ceiling of a long hallway, multiply the length by the width in feet and divide by 60.

All our wall paper is put up in double rolls, therefore you will avoid mistakes by not ordering single rolls. Double rolls contain 16 yards of paper each, 18 inches wide. In comparing our prices do not be deceived by the prices quoted by others on single rolls, which contain but 8 yards of paper, or only one-half as much as we furnish.

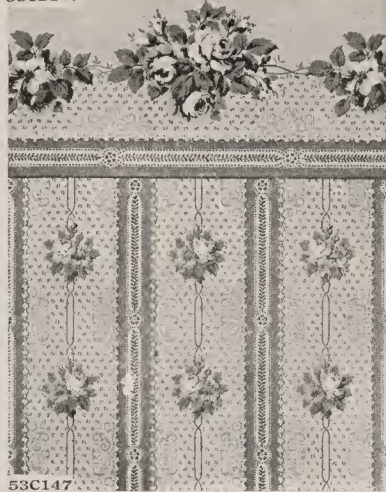
All our borders are sold at a given price per running yard, and when a customer orders 16 yards of 9-inch border, we send 8 yards of regular width paper, which contains 16 full yards of 9-inch border. Cut the paper along the middle and you will have two pieces, each 8 yards in length. All prices quoted on 9-inch borders are for single yards of one-half the width of the paper.

53C2177



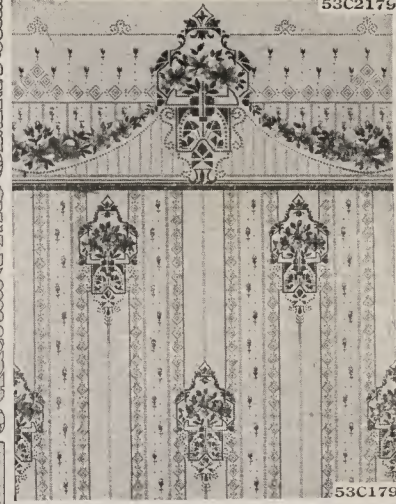
53C177

53C2147



53C147

53C2179



53C179

53C2181



53C181

Houdan.

(See page 19 for sample of the side wall and description.)

- No. 53C177 Side Wall, per double roll..... 5c
 No. 53C2177 Border, per yard..... 1/4c
 No. 53C178 Ceiling, per double roll..... 5c

Pemberton.

(See page 20 for sample of the side wall and description.)

- No. 53C147 Side Wall, per double roll. 6c
 No. 53C2147 Border, per yard..... 1/2c
 No. 53C148 Ceiling, per double roll..... 6c

Gregory.

(See page 21 for sample of the side wall and description.)

- No. 53C179 Side Wall, per double roll. 6c
 No. 53C2179 Border, per yard..... 1/2c
 No. 53C180 Ceiling, per double roll..... 6c

Loomis.

(See page 22 for sample of the side wall and description.)

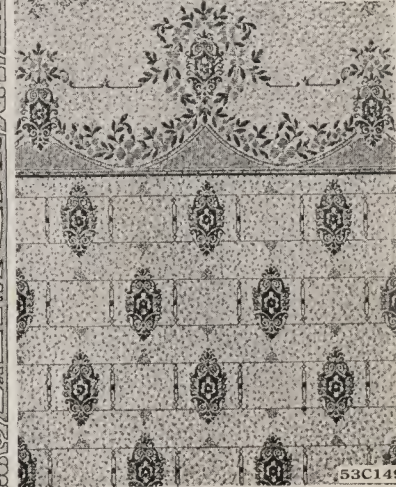
- No. 53C181 Side Wall, per double roll. 7c
 No. 53C2181 Border, per yard..... 1/2c
 No. 53C182 Ceiling, per double roll..... 7c

Fortina.

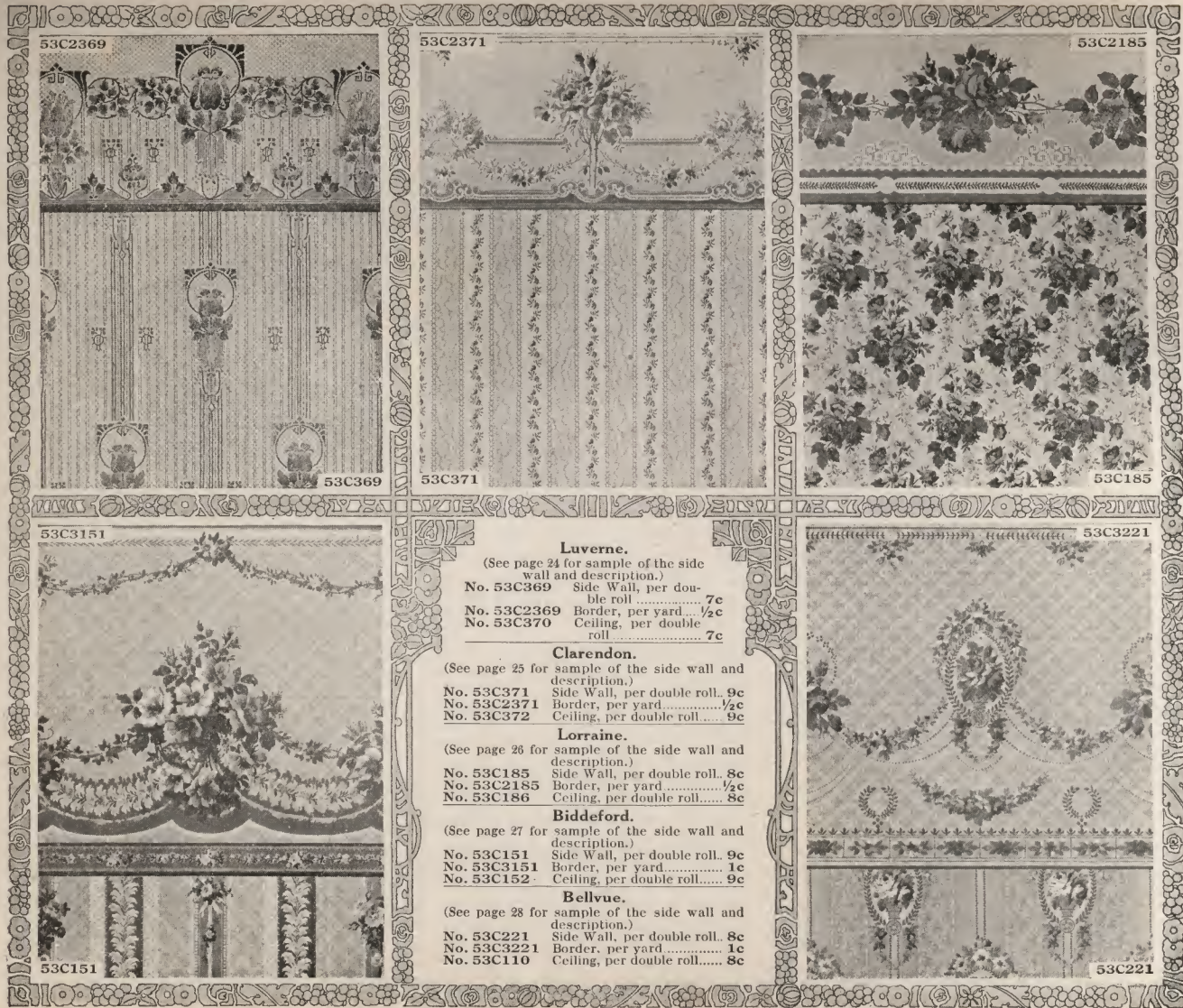
(See page 23 for sample of the side wall and description.)

- No. 53C149 Side Wall, per double roll. 8c
 No. 53C2149 Border, per yard..... 1/2c
 No. 53C150 Ceiling, per double roll..... 8c

53C2149



53C149



53C2369



53C369

53C2371



53C371

53C2185



53C185

53C3151



53C151

53C3221



53C221

Luverne.

(See page 24 for sample of the side wall and description.)

- No. 53C369 Side Wall, per double roll 7c
- No. 53C2369 Border, per yard 1/2c
- No. 53C370 Ceiling, per double roll 7c

Clarendon.

(See page 25 for sample of the side wall and description.)

- No. 53C371 Side Wall, per double roll... 9c
- No. 53C2371 Border, per yard 1/2c
- No. 53C372 Ceiling, per double roll..... 9c

Lorraine.

(See page 26 for sample of the side wall and description.)

- No. 53C185 Side Wall, per double roll... 8c
- No. 53C2185 Border, per yard 1/2c
- No. 53C186 Ceiling, per double roll..... 8c

Biddeford.

(See page 27 for sample of the side wall and description.)

- No. 53C151 Side Wall, per double roll... 9c
- No. 53C3151 Border, per yard 1c
- No. 53C152 Ceiling, per double roll..... 9c

Bellvue.

(See page 28 for sample of the side wall and description.)

- No. 53C221 Side Wall, per double roll... 8c
- No. 53C3221 Border, per yard 1c
- No. 53C110 Ceiling, per double roll..... 8c



HOUDAN

Per Double Roll **5c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 17.

THE Houdan pattern is a stripe effect semi-conventional combination. Either a 9 or 18-inch border can be furnished, and the borders carry the same design as the side wall, only in a larger and bolder degree. The coloring and design of the ceiling are made to match either border.

Just as we produce patterns like this and sell them for only 5 cents a double roll, so do we produce the usual 40, 50 and 60-cent patterns and sell them at 15 to 30 cents. It is not unusual for us to receive letters from our customers enclosing samples of papers they have bought at retail which would not even favorably compare with papers in our line costing less than half as much as the price they paid.

The additional cost of papering a room with a better grade paper is very small and you will save money in the long run by using one of the heavier and better papers shown in this book at 10 cents per double roll and upward.

THIS IS THE BACK of the Houdan sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.

No. 53C177	Side Wall, per double roll.....	5c
No. 53C2177	Border, 9 inches wide, per yard.....	1/4c
No. 53C3177	Border, 18 inches wide, per yard.....	1/2c
No. 53C178	Ceiling, per double roll.....	5c





PEMBERTON

Per Double Roll **6c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 17.

THERE is usually at least one room in the average home where an inexpensive wall paper can be used to advantage and there are many homes in which this Pemberton pattern will be used—not because of its low price but because it possesses real decorative value, exceptional for this grade of wall paper.

The border is 9 inches wide and shows the floral design of the side wall in an enlarged and broader treatment. The background coloring of the side wall and border is a faint salmon pink, and the simple ceiling design is printed on an ungrounded raw stock.

All our wall papers are sold on approval. We realize how difficult it is sometimes to make a selection from so small a sample and we therefore give you the privilege of returning whatever paper you order that is not entirely satisfactory. We will then return your money. Of course it costs just as much to hang a cheap paper as one of the better grades and the small difference in total cost for papering a room recommends the use of the more permanent patterns.

THIS IS THE BACK of the Pemberton sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.

No. 53C147	Side Wall, per double roll.....	6c
No. 53C2147	Border, 9 inches wide, per yard.....	1/2c
No. 53C148	Ceiling, per double roll.....	6c





LOOMIS

Per Double Roll **7c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 17.

THE design of this Loomis pattern is made up of graceful bouquets of tiny flowers arranged at regular intervals over the entire paper, making a sort of allover pattern. The pattern is printed on an ungrounded light green stock, which is used for the side wall, border and ceiling.

A 9-inch border is furnished with this combination, which harmonizes perfectly with the side wall and ceiling. The ceiling design shows tiny posies colored similar to the flowers of the side wall.

Although these patterns are excellent qualities, considering the price we ask, we suggest that you look over our better papers before you make a final selection. The additional cost of papering a room with a better grade paper is very small and you will save money in the long run by using one of the heavier and better papers shown in this book at 10 cents per double roll and upward.

THIS IS THE BACK of the Loomis sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.

No. 53C181	Side Wall, per double roll.....	7c
No. 53C2181	Border, 9 inches wide, per yard.....	1/2c
No. 53C182	Ceiling, per double roll.....	7c





FORTINA

Per Double Roll **8c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 17.

KITCHENS, bathrooms, hallways and the like are usually papered with a pattern on the order of the Fortina sampled herewith. Stores and large public halls are also decorated with set patterns of this tile effect granite design.

The Fortina was especially planned to supply the demand for just such a wall paper. It was designed with a full knowledge of its requirements and is therefore meeting with success.

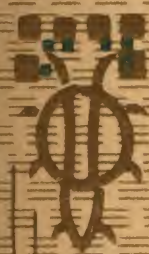
The 9-inch border design which is also printed on a granite effect background, combines with the side wall in making a satisfactory wall covering for any of the above mentioned rooms.

The ceiling completes the combination harmoniously in both color and design. Because of the good quality of the stock the Fortina can be easily hung.

The additional cost of papering a room with a better grade paper is very small and you will save money in the long run by using one of the heavier and better papers shown in this book at 10 cents per double roll and upward.

- No. 53C149 Side Wall, per double roll..... 8c
- No. 53C2149 Border, 9 inches wide, per yard..... 1/2c
- No. 53C150 Ceiling, per double roll..... 8c

THIS IS THE BACK of the Fortina sample. The FRONT of this sample shows actual color and design of the pattern priced and described at the right.





LUVERNE

Per Double
Roll

7c

16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 18.

THIS is a semi-conventional pattern of exceptional merit considering the price. The figure is colored in soft blue, dark green and yellow, and is printed on a tan color background. This background has an allover design which gives the entire paper a soft, pleasing appearance. Patterns such as this are used extensively for the decoration of sitting rooms, halls, vestibules, pantries, etc.

We are prepared to furnish this paper with one side or edge trimmed so that in hanging you are assured of a perfect edge without the use of shears or trimmer. We believe you will find this quite convenient. It will enable you to save much time and altogether will render the hanging of the paper much easier.

Only papers No. 53C361, No. 53C367, No. 53C369 and No. 53C373 can be furnished ready trimmed. This trimming is done automatically at the time the paper is printed and we are not yet equipped to trim any but these four papers.

No. 53C369	Side Wall, per double roll.....	7c
No. 53C2369	Border, 9 inches wide, per yard.....	1/2c
No. 53C370	Ceiling, per double roll.....	7c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Wood or Composition Moldings may be used with this paper: No. 53C1214, No. 53C1218, No. 53C1206 or No. 53C1224. See front pages of this book for prices and descriptions.

THIS IS THE BACK
of the Luverne sample.
The **FRONT** of this sam-
ple shows actual color
and design of the
pattern described and
priced at the right.





CLARENDON

Per Double Roll **9c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 18.

THIS pattern when on your walls will have every appearance of having cost at least twice as much as the price we are asking. It is but another example of the money you can save by buying direct from the factory. As far as we know, we are the only concern that manufactures its own wall paper and sells to the consumer direct. Our customers, therefore, buy their paper for as little money as the wholesaler pays the factory for the same grade.

You often hear the advice: "Keep your money at home." In buying your wall paper from us you do just this—you keep it in your own pocket. When the local dealer buys wall paper from the wholesaler or jobber more money leaves your town than when you buy it here.

Examine this paper closely. Notice the expensive gilt and mica stripe, the dainty coloring of the tiny rose figure and the general character of the stock, and then consider what a saving you are making when you are able to purchase this paper for only 9 cents a double roll.

No. 53C371	Side Wall, per double roll.....	9c
No. 53C2371	Border, 9 inches wide, per yard.....	1/2c
No. 53C372	Ceiling, per double roll.....	9c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Wood or Composition Moldings may be used with this paper: No. 53C1209, No. 53C1212, No. 53C1222 or No. 53C1224. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Clarendon sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





LORRAINE

Per Double Roll **8c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 18.

THIS is one of the prettiest allover floral patterns we have ever put on the market for this price. In fact, were it not for the exceptional equipment of labor saving machinery in our modern wall paper mill, it would not now be possible for you to buy this paper for anywhere near the low price of 8 cents per double roll.

This paper may be used in parlors, living rooms or bedrooms and is especially recommended for rooms having a northern exposure or where there is insufficient light. The pattern is a fabric imitation closely resembling cretonne or rep.

The border is 9 inches wide and shows an enlargement of the side wall figure. The ceiling pattern shows tiny clusters of dainty pink flowers and green leaves placed at regular intervals on a white background with a small mica design.

- No. 53C185 Side Wall, per double roll..... 8c
- No. 53C2185 Border, 9 inches wide, per yard..... 1/2c
- No. 53C186 Ceiling, per double roll..... 8c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1055, No. 53C1058, No. 53C1072 or No. 53C1151. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Lorraine sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.





BIDDEFORD

Per Double Roll **9c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 18.

THIS commendable wall paper may be used satisfactorily in most any room of the average house, including the bedroom, living room or parlor. The design is a combined lace and floral stripe with a shadow print background. The entire combination is printed on a gray ungrounded stock which, for the exceptionally low price of only 9 cents per double roll, may be considered quite a bargain.

Either a 9-inch or an 18-inch border can be furnished. Both borders carry a similar design to the side wall and blend the coloring of the side wall with the lighter coloring of the ceiling, completing a satisfactory combination. The ceiling papers of all our combinations are designed and colored to harmonize perfectly with the side wall and border and may be depended upon to match in every particular.

THIS IS THE BACK of the Biddeford sample. The **FRONT** of this sample shows actual color and design of the pattern priced and described at the right.

No. 53C151	Side Wall, per double roll.....	9c
No. 53C2151	Border, 9 inches wide, per yard.....	1/2c
No. 53C3151	Border, 18 inches wide, per yard.....	1c
No. 53C152	Ceiling, per double roll.....	9c





BELLVUE

Per Double Roll **8c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 18.

About 80 Cents Will Buy Enough Wall Paper of This Pattern, Using the 9-Inch Border, to Paper a Room 12x12, 10 Feet High.

OUR papers are so low in price that one who has never dealt with us may be doubtful of their high quality. You who have been paying from 25 to 50 cents a double roll for ordinary papers will be surprised to know that you can buy similar patterns from us at one-third to one-fourth the regular cost.

The Bellvue is a quiet toned wall paper with exceptional decorative qualities. When seen on the walls of a room it has every appearance of having cost many times the price we ask. As far as actual value is concerned it should really sell for three or four times our price. The illustration on page 18 gives but a slight idea of the general decorative scheme with its floral medallions arranged in a striped effect pattern on a plain background.

THIS IS THE BACK of the Bellvue sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.

- No. 53C221 Side Wall, per double roll..... 8c
- No. 53C2221 Border, 9 inches wide, per yard..... 1/2c
- No. 53C3221 Border, 18 inches wide, per yard..... 1c
- No. 53C110 Ceiling, per double roll..... 8c





JULIAN

Per Double Roll **6c** 16 Full Yards
18 Inches Wide

ONE of the biggest values we have ever offered is the Julian pattern, of which this is a sample. At 6 cents a double roll of 16 full yards, no room should remain unpapered because of the expense.

Many of our customers claim that when they buy their paper from us they can paper twice as many rooms for the same amount of money as it would cost them if they bought their papers elsewhere. And what is more, they claim that our designs are prettier and make more attractive rooms.

The average housewife of today is very much alert to discover even the slightest means of saving money. She realizes that our papers are worth much more than the prices we are asking, and she therefore has a great opportunity to practice economy and still decorate her home in charming taste by buying her paper from this book.

This Julian pattern carries a pretty allover design on a faint lace effect background. The border is 9 inches wide and harmonizes delightfully with the side wall and ceiling, which is colored to match.

- No. 53C365 Side Wall, per double roll..... 6c
- No. 53C2365 Border, 9 inches wide, per yard..... 1/2c
- No. 53C366 Ceiling, per double roll..... 6c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Wood or Composition Moldings may be used with this paper: No. 53C1214, No. 53C1216, No. 53C1220 or No. 53C1206. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Julian sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





JUTLAND

Per Double Roll **6c** 16 Full Yards
18 Inches Wide

KITCHENS, pantries, vestibules and halls can be nicely decorated with this pattern at a very small cost. It is a tile effect design and will have a most pleasing appearance on the walls. The general color effect is one that will not readily show the marks of time.

The border is 9 inches wide and harmonizes with the ceiling and side wall.

We are prepared to furnish this Jutland pattern with one side or edge trimmed, so that when you hang the paper, if you lap the strips, it will not be necessary for you to use a trimmer or shears. This will save you much time and, we believe, will render the hanging of the paper much easier.

Only papers No. 53C361, No. 53C367, No. 53C369 and No. 53C373 can be furnished ready trimmed. This trimming is done automatically at the time the paper is printed and we are not yet equipped to trim any but these four papers.

No. 53C367 Side Wall, per double roll..... 6c
 No. 53C2367 Border, 9 inches wide, per yard..... 1/2c
 No. 53C368 Ceiling, per double roll..... 6c

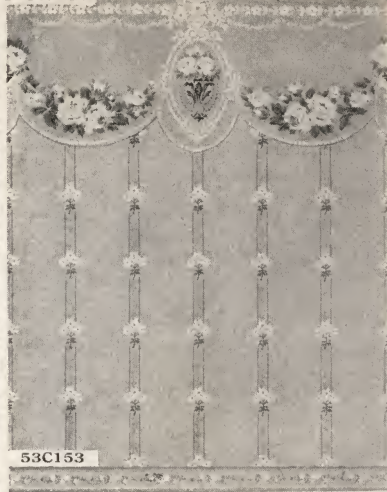
THIS IS THE BACK of the Jutland sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following wood or composition Moldings may be used with this paper: No. 53C1206, No. 53C1208, No. 53C1218 or No. 53C1224.

See front pages of this book for prices and descriptions.

53C02153



53C153

53C2121



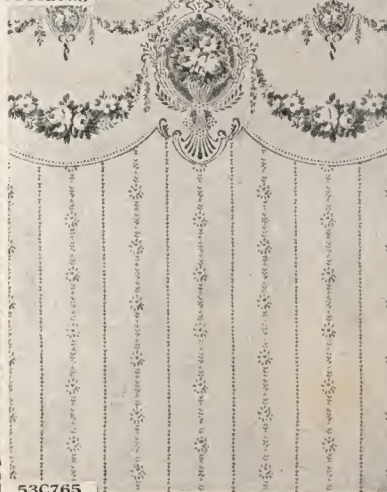
53C121

53C02187



53C187

53C02765



53C765

Edgmoor.

(See page 31 for sample of the side wall and description.)

No. 53C153	Side Wall, per double roll.....	9c
No. 53C02153	Border, per yard.....	1½c
No. 53C154	Ceiling, per double roll.....	9c

Lismore.

(See page 32 for sample of the side wall and description.)

No. 53C121	Side Wall, per double roll.....	10c
No. 53C2121	Border, per yard.....	1c
No. 53C122	Ceiling, per double roll.....	10c

Vina.

(See page 33 for sample of the side wall and description.)

No. 53C187	Side Wall, per double roll.....	10c
No. 53C02187	Border, per yard.....	1½c
No. 53C188	Ceiling, per double roll.....	10c

Rosevale.

(See page 34 for sample of the side wall and description.)

No. 53C765	Side Wall, per double roll.....	10c
No. 53C02765	Border, per yard.....	1½c
No. 53C766	Ceiling, per double roll.....	10c

Leland.

(See page 35 for sample of the side wall and description.)

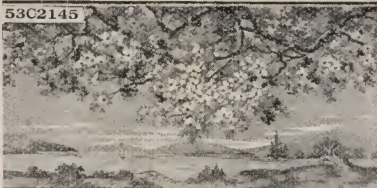
No. 53C197	Side Wall, per double roll.....	10c
No. 53C02197	Border, per yard.....	1½c
No. 53C198	Ceiling, per double roll.....	10c

53C02197



53C197

53C2145



53C145

53C2375



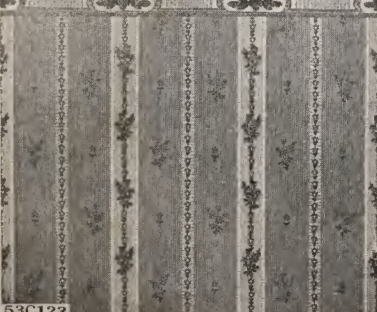
53C375

53C2373



53C373

53C2123



53C123

Marietta.

(See page 36 for sample of the side wall and description.)

- No. 53C145 Side Wall, per double roll 12c
 No. 53C2145 Border, per yard.....1½c
 No. 53C146 Ceiling, per double roll.....12c

Wellesley.

(See page 37 for sample of the side wall and description.)

- No. 53C375 Side Wall, per double roll.10c
 No. 53C2375 Border, per yard..... ½c
 No. 53C360 Ceiling, per double roll.....10c

Pembroke.

(See page 38 for sample of the side wall and description.)

- No. 53C373 Side Wall, per double roll.10c
 No. 53C2373 Border, per yard.....½c
 No. 53C120 Ceiling, per double roll.....10c

Neshoba.

(See page 39 for sample of the side wall and description.)

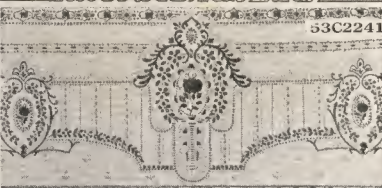
- No. 53C123 Side Wall, per double roll.12c
 No. 53C2123 Border, per yard..... 1c
 No. 53C124 Ceiling, per double roll.....12c

Rensselaer.

(See page 40 for sample of the side wall and description.)

- No. 53C241 Side Wall, per double roll.12c
 No. 53C2241 Border, per yard 1c
 No. 53C242 Ceiling, per double roll.....12c

53C2241



53C241





EDGMOOR

Per Double Roll **9c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 29.

YOU have probably seen some very attractive rooms decorated with blue papers which closely resembled this pattern. It may indeed be used with perfect assurance that it is up to date and will make a charming and modest decoration for the bedroom, parlor or living room.

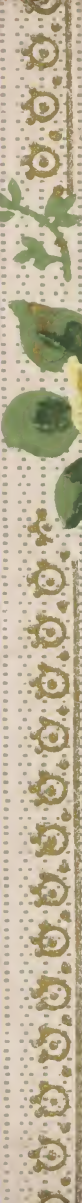
The coloring of the Edgmoor paper is delicate and refined. It is a pleasing faint blue. The pattern is a stripe effect with the stripes printed in mica with a tiny white and blue floral spray breaking up the stripe at regular intervals. The background pattern is after a brocaded fabric and lends character and refinement to the entire paper. The white overprint of the background softens and tones the whole decoration in a pleasing manner.

The border is a floral decoration and shows festoons of pink-white roses hanging gracefully between rose filled medallions printed in white, blue and mica. This border is 9 inches wide and may be furnished either cut out or not cut out.

The ceiling is printed in blue and mica on a white background.

THIS IS THE BACK of the Edgmoor sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.

- | | | |
|--------------|-----------------------------------------------|--------|
| No. 53C153 | Side Wall, per double roll..... | 9c |
| No. 53C2153 | Border, not cut out, 9 inches wide, per yard. | 1/2c |
| No. 53C02153 | Border, cut out, 9 inches wide, per yard..... | 1 1/2c |
| No. 53C154 | Ceiling, per double roll..... | 9c |





LISMORE

Per Double Roll **10c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 29.

YELLOW roses are used as a basis about which this Lismore design is built. These roses appear at regular intervals on silvery ribbons with a gilt lace edge and create a desirable striped effect design for the decoration of one of the rooms of the home.

It is not always possible to state with any degree of accuracy in just what room a pattern would appear to best advantage. We suggest, however, that this paper be used in the bedroom or small parlor.

The border is 9 inches wide and shows clusters of yellow roses arranged in a manner which matches the side wall very nicely. The border design is assisted considerably by the presence of tiny gilt fernlike foliage which brightens the whole design.

The design of the ceiling might be described as a lace effect gilt lattice work. With its tiny yellow roses at each intersection or corner, the ceiling design matches the border and side wall in design and general color effect.

- No. 53C121 Side Wall, per double roll.....10c
- No. 53C2121 Border, 9 inches wide, per yard..... 1c
- No. 53C122 Ceiling, per double roll.....10c

THIS IS THE BACK of the Lismore sample. The **FRONT** of this sample shows actual color and design of the pattern priced and described at the right.





VINA

Per Double
Roll

10c

16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 29.

DINING rooms are usually papered with fruit patterns. They seem to be the most appropriate decoration for this room. This fruit pattern, which we have named the Vina, is a striped effect design with brown and purple grapes forming the main decoration. The coloring of the grapes and the vine, with its green leaves and tiny tendrils, is made highly effective by the contrasting tan of the background.

The border design is made up of clusters of brown and purple grapes and green leaves combined with a set design conventional figure. This border may be furnished either cut out or not cut out.

The ceiling shows a dainty semi-conventional design printed on a cream background. Taken altogether, price considered, a pleasing dining room can be made with the help of this paper.

- No. 53C187 Side Wall, per double roll..... 10c
- No. 53C2187 Border, not cut out, 9 inches wide, per yard. $\frac{1}{2}c$
- No. 53C02187 Border, cut out, 9 inches wide, per yard..... $1\frac{1}{2}c$
- No. 53C188 Ceiling, per double roll..... 10c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1153, No. 53C1154, No. 53C1068 or No. 53C1070. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Vina sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





ROSEVALE

Per Double Roll **10c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 29.

About \$1.08 Will Buy Enough Wall Paper of This Pattern, Using Straight Border, to Paper a Room 12x12, 9 Feet High.

A MORE charming pattern than the Rosevale would be difficult to find. It has a dainty, brocaded silk effect background with very tiny alternating stripes of roses and gilt designs. The border is 9 inches wide and will be furnished cut out if so desired. The effect of this entire combination is charming and would be in good taste in any room, especially if the room requires light colored wall paper.

By purchasing your paper from us and hanging it yourself you can afford to paper twice as often as formerly and you can easily keep your rooms clean and neat. There is nothing prettier than a room decorated with papers such as the Rosevale. If you use it in a bedroom you can make a very attractive room by selecting your curtains in a color to match the wall paper.

No. 53C765	Side Wall, per double roll.....	10c
No. 53C2765	Border, not cut out, 9 inches wide, per yard.	1/2c
No. 53C02765	Border, cut out, 9 inches wide, per yard.....	1 1/2c
No. 53C766	Ceiling, per double roll.....	10c

Any of the following Moldings may be used with this paper: No. 53C1055, No. 53C1058, No. 53C1068 or No. 53C1070. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Rosevale sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.





LELAND

Per Double Roll **10c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 29.

THIS is one of the patterns that can safely be bought on our recommendation, the size of the pattern being such that this small sample gives little idea of the general character of the design. It is a stripe effect pattern with dainty lace stripes making up the background. The figure is conventional and is printed in old rose and green. These colors were selected for their exceptional decorative qualities and they harmonize delightfully with the soft coloring of the background.

The border is 9 inches wide and may be furnished either cut out or not cut out. The design of the border shows the beautiful figure of the side wall in an enlarged and broader degree. This is one of the handsomest papers in our line for the price.

The ceiling design is printed in lighter shades of the same color as are used in the side wall and harmonizes with it and the border.

For the decoration of the sitting room, parlor, bedroom or dining room it would be difficult to find a more decorative pattern, price considered.

No. 53C197	Side Wall, per double roll.....	10c
No. 53C2197	Border, not cut out, 9 inches wide, per yard.	1/2c
No. 53C02197	Border, cut out, 9 inches wide, per yard....	1 1/2c
No. 53C198	Ceiling, per double roll.....	10c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1068, No. 53C1094, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Leland sample. The **FRONT** of this sample shows actual color and design of the pattern priced and described at the right.





MARIETTA

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 30.

THIS dainty allover pattern has just enough color to give a faint pink tone to the walls and make a very pretty room. It is one of those delicate wall paper patterns which are so much in demand at present.

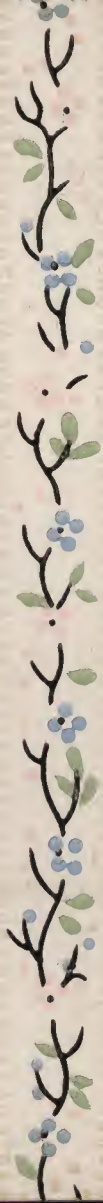
The combination scenic and floral border is 9 inches wide and shows beautiful pink blossoms in the foreground with a calm lake scene in the distance. The colors used in this border are blended and soft and over all is a white line and dot overprint which assists in blending the colors and making them even more delicate.

The ceiling design is printed in faintest pink on a white background, so the general effect is one of harmony with the border and side wall.

This Marietta pattern is simple, refined and tasteful. Since simplicity is the keynote of modern decorating, it should satisfy the demand for a tasteful, modern and inexpensive paper.

- No. 53C145 Side Wall, per double roll..... 12c
- No. 53C2145 Border, 9 inches wide, per yard..... 1½c
- No. 53C146 Ceiling, per double roll..... 12c

THIS IS THE BACK of the Marietta sample. The FRONT of this sample shows actual color and design of pattern priced and described at the right.





WELLESLEY

Per Double Roll **10c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 30.

IN ALL our wall paper experience we have seen few papers which will compare in quality and price with the papers of our present line. This delicate pattern, which we have named the Wellesley, is printed on a good quality stock which is easy to hang and wears well. The coloring and design can be favorably compared with wall papers sold elsewhere at 20 to 30 cents per double roll. It is a modest decoration fashioned after an imported creation and shows daintily colored posies set off by the silver-like mica background stripe.

The border is 9 inches wide and harmonizes perfectly with the side wall and ceiling.

No. 53C375	Side Wall, per double roll.....	10c
No. 53C2375	Border, 9 inches wide, per yard.....	1/2c
No. 53C360	Ceiling, per double roll.....	10c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Wood or Composition Moldings may be used with this paper: No. 53C1209, No. 53C1212, No. 53C1222 or No. 53C1224. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Wellesley sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





PEMBROKE

Per Double Roll **10c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 30.

THIS is a dainty floral pattern with the design printed in most artistic colors on a lace effect gray background. Patterns of this character are usually found only in higher priced papers. We believe it would be difficult for you to find a better value.

The border is 9 inches wide and is very pretty, harmonizing beautifully with the ceiling and side wall.

This paper is furnished with one edge trimmed, so that if you lap the strips in hanging it will not be necessary to use a trimmer or shears. We believe this will render the hanging of the paper much more simple.

Only papers No. 53C361, No. 53C367, No. 53C369 and No. 53C373 can be furnished ready trimmed. This trimming is done automatically at the time the paper is printed and we are not yet equipped to trim any but these four papers.

No. 53C373	Side Wall, per double roll.....	10c
No. 53C2373	Border, 9 inches wide, per yard.....	1/2c
No. 53C120	Ceiling, per double roll.....	10c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following wood or composition Moldings may be used with this paper:
No. 53C1209, No. 53C1212, No. 53C1229 or No. 53C1222.

See front pages of this book for prices and description.

THIS IS THE BACK of the Pembroke sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.





NESHOBA

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 30.

THE coloring of the Neshoba pattern is extremely popular this season and you will do well to choose it for the decoration of one of your rooms. It shows refinement both in coloring and design and may be used with perfect confidence in its appropriateness.

The low price of 12 cents per double roll is no indication whatever of its decorative value, because it will compare favorably with wall papers sold elsewhere at 20 to 40 cents per roll. It is a simple design with the ceiling and 9-inch border to match. The design of the border is somewhat different from the side wall and shows a semi-conventional floral decoration colored to harmonize with the side wall and to give it more character when on the wall.

All our papers are sold on approval, and if you feel after receiving a paper that it will not look well in the room for which it was intended, we expect you to return the paper and either make another selection or we will return your money.

THIS IS THE BACK of the Neshoba sample. The FRONT of this sample shows actual color and design of the pattern priced and described at the right.

No. 53C123	Side Wall, per double roll.....	12c
No. 53C2123	Border, 9 inches wide, per yard.....	1c
No. 53C124	Ceiling, per double roll.....	12c





RENSSELAER

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

For Photographic Reproduction of This Pattern See Page 30.

WALL PAPER offers a larger opportunity for decorating the home than almost anything that can be purchased for the same money. This is especially true of the patterns shown in this sample book, because the prices represent the factory cost with but one profit added.

The Rensselaer combines in an unusual degree decorative value with low cost. We wish it were possible for our customers to see beforehand what a beautiful room this pattern will make. It is one of those colorings which is always pleasing. The smallness of the figure makes it a highly desirable pattern where pictures are to be hung on the wall.

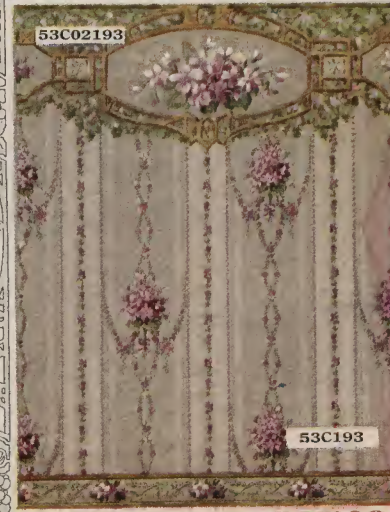
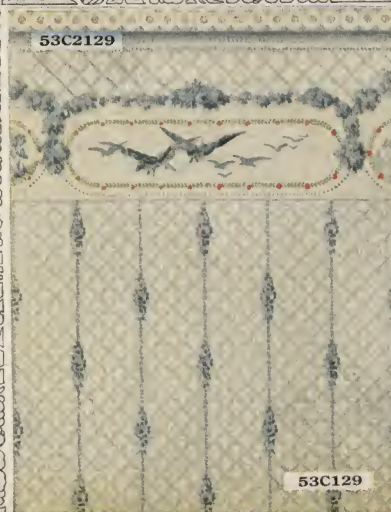
The semi-conventional design of the side wall is used in the border to make a harmonious combination. The ceiling design shows a dainty treatment in a faint shade of the same coloring as the side wall, and like the side wall and border carries a quantity of gilt.

No. 53C241	Side Wall, per double roll.....	12c
No. 53C2241	Border, 9 inches wide, per yard.....	1c
No. 53C242	Ceiling, per double roll.....	12c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1068, No. 53C1076, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Rensselaer sample. **The FRONT** of this sample shows actual color and design of the pattern described and priced at the right.



Poppy.
 (See page 43 for sample of the side wall and description.)
 No. 53C199 Side Wall, per double roll.....12c
 No. 53C02199 Border, per yard..... 2c
 No. 53C200 Ceiling, per double roll.....12c

Minature.
 (See page 44 for sample of the side wall and description.)
 No. 53C239 Side Wall, per double roll...10c
 No. 53C2239 Border, per yard..... 1/2c
 No. 53C240 Ceiling, per double roll.....10c

Loretta.
 (See page 45 for sample of the side wall and description.)
 No. 53C189 Side Wall, per double roll...10c
 No. 53C3189 Border, per yard..... 1c
 No. 53C190 Ceiling, per double roll.....10c

Bluebird.
 (See page 46 for sample of the side wall and description.)
 No. 53C129 Side Wall, per double roll...12c
 No. 53C2129 Border, per yard..... 1c
 No. 53C130 Ceiling, per double roll.....12c

Violet.
 (See page 47 for sample of the side wall and description.)
 No. 53C193 Side Wall, per double roll...11c
 No. 53C02193 Border, per yard..... 1/2c
 No. 53C194 Ceiling, per double roll.....11c



53C02201

53C201



53C02243

53C243



53C02195

53C195



53C02245

53C245



53C02205

53C205

Jessica.
 (See page 48 for sample of the side wall and description.)
 No. 53C201 Side Wall, per double roll.....12c
 No. 53C02201 Border, per yard. 2c
 No. 53C202 Ceiling, per double roll.....12c

Victoria.
 (See page 49 for sample of the side wall and description.)
 No. 53C243 Side Wall, per double roll.12c
 No. 53C02243 Border, per yard..... 2c
 No. 53C244 Ceiling, per double roll.....12c

Eloise.
 (See page 50 for sample of the side wall and description.)
 No. 53C195 Side Wall, per double roll.12c
 No. 53C02195 Border, per yard..... 2c
 No. 53C196 Ceiling, per double roll.....12c

Amarron.
 (See page 51 for sample of the side wall and description.)
 No. 53C245 Side Wall, per double roll.12c
 No. 53C02245 Border, per yard..... 2c
 No. 53C126 Ceiling, per double roll...12c

Lois.
 (See page 52 for sample of the side wall and description.)
 No. 53C205 Side Wall, per double roll.12c
 No. 53C02205 Border, per yard 2c
 No. 53C206 Ceiling, per double roll.....12c





POPPY

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 41.

MANY rooms will be beautifully decorated with this paper this year. It is one of those patterns which is generally used in a bedroom, but may, however, be satisfactorily used with perfect appropriateness for the decoration of most any room of the average home. It is a combined stripe and floral pattern with the design printed in an artistic and natural manner, quite unusual for a paper sold at so low a price. The whole pattern has a rich fabric appearance which is very fashionable at present. This fabric effect is much more pronounced in the beautiful floral border. This border may be furnished either cut out or not cut out.

The ceiling design matches the side wall and border in color and shows tiny flowers printed in faint pink and green foliage on a warm cream background. Altogether this is an exceptionally pretty paper.

No. 53C199	Side Wall, per double roll.....	12c
No. 53C2199	Border, not cut out, 9 inches wide, per yard..	1c
No. 53C02199	Border, cut out, 9 inches wide, per yard.....	2c
No. 53C200	Ceiling, per double roll.....	12c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1072, No. 53C1076, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Poppy sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





MINATARE

Per Double Roll **10c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 41.

THIS is a good scenic pattern wall paper for use in kitchens, bathrooms, vestibules and halls. It was designed also with the idea in mind of supplying a certain demand for a pattern which may be used in stores and motion picture theaters. Seldom will you find so good a combination scenic and tile wall paper for so little money. Remember, when we quote a price of 10 cents per double roll it is for a **double** roll—twice the quantity sold by the regular wall paper stores, and in comparing our price with theirs it must be remembered that their prices are for **single** rolls only.

The illustration on page 41 shows a good reproduction of the 9-inch scenic border which is furnished with this pattern. The ceiling shows a conventional design printed in faint shades of tan and green on a light cream color ground.

No. 53C239	Side Wall, per double roll.....	10c
No. 53C2239	Border, 9 inches wide, per yard.....	1/2c
No. 53C240	Ceiling, per double roll.....	10c

THIS IS THE BACK of the Minatare sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1068, No. 53C1070, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.





LORETTA

Per Double Roll **10c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 41.

PARLORS, living rooms and bedrooms may be appropriately decorated with this floral pattern. It is a pretty striped effect floral combination printed on a dull brown tinted stock. Each of the bouquets is set in a gilt lacework frame. The design of the stripes is printed with a white and brown dot and forms a rose pattern closely resembling shadow lace.

The border is 18 inches wide and, like the side wall and ceiling, is printed on an ungrounded dull brown tinted stock. This border is so designed that either the upper or lower portion or both may be cut off, making the border either 14 or 11 inches wide.

No. 53C189	Side Wall, per double roll.....	10c
No. 53C3189	Border, 18 inches wide, per yard.....	1c
No. 53C190	Ceiling, per double roll.....	10c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1068, No. 53C1070, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Loretta Sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





BLUEBIRD

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 41.

AN INSPECTION of any good line of wall paper will give some idea of the popularity of these simple patterns. The gaudy, flashy, brilliant hued patterns of a decade ago are no longer in favor.

The Bluebird is a dainty striped effect paper with the design printed in light blue on a background of delicate ribbon lattice work. The border is 9 inches wide and shows tiny panel decorations surrounded by graceful festoons of light blue flowers. The pattern is named from the flying bluebirds which are shown in these panels of the border. There is just a suggestion of pink and green in a portion of the design of the border, which harmonizes very nicely with the blue in the remainder of the design in producing one of the most attractive combinations offered this season.

The ceiling is printed in faint blue on a white background. The whole combination shows simplicity and refinement and is printed on good quality stock which can be easily hung and is quite permanent.

No. 53C129 Side Wall, per double roll.....12c
 No. 53C2129 Border, 9 inches wide, per yard..... 1c
 No. 53C130 Ceiling, per double roll.....12c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1055, No. 53C1058, No. 53C1070 or No. 53C1072. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Bluebird sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





VIOLET

Per Double
Roll

11c

16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 41.

THIS pretty floral pattern can be used with perfect assurance of its appropriateness. It is one of those dainty patterns which is generally used to decorate the bedroom. It is a beautiful color combination and is made unusually attractive by being printed on a warm gray background.

The border furnished with this combination can be had either cut out or not cut out. The illustration on page 41 shows how beautiful this cut-out border appears. The ceiling pictures tiny violet posies printed in faint colors on a background coloring which blends nicely with the side wall and border. While patterns such as this are more often used for the decoration of the bedroom, there are many who will find it a beautiful parlor or living room pattern.

No. 53C193	Side Wall, per double roll.....	11c
No. 53C2193	Border, not cut out, 9 inches wide, per yard.	$\frac{1}{2}c$
No. 53C02193	Border, cut out, 9 inches wide, per yard...	$1\frac{1}{2}c$
No. 53C194	Ceiling, per double roll.....	11c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1055, No. 53C1068, No. 53C1088 or No. 53C1151. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Violet sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





JESSICA

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 42.

YOU will be surprised when you see the beauty of a room decorated with this Jessica pattern. It is dainty, refined and highly decorative and were you to compare it with patterns sold elsewhere at twice or three times our price you would find the comparison in favor of this paper. Harmony is the keynote of the entire composition, the little pink roses harmonizing delightfully with the light background coloring.

The border is 9 inches wide and may be furnished either cut out or not cut out. It shows very pretty rose and gilt medallions and, hanging between these medallions, festoons of very natural pink roses with their green foliage. The ceiling harmonizes with the rest of the pattern and completes a combination such as is seldom found selling for so low a price as only 12 cents a double roll.

No. 53C201	Side Wall, per double roll.....	12c
No. 53C2201	Border, not cut out, 9 inches wide, per yard..	1c
No. 53C02201	Border, cut out, 9 inches wide, per yard.....	2c
No. 53C202	Ceiling, per double roll.....	12c

THIS IS THE BACK of the Jessica sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1055, No. 53C1072, No. 53C1076 or No. 53C1152. See front pages of this book for prices and descriptions.





VICTORIA

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 42.

IT IS easy to imagine the beauty of a room decorated with this Victoria pattern. It is one of those papers printed in delicate colors which will harmonize with any furniture and hangings. The design is an elegant imitation of a beautiful fabric, the stripes cleverly imitating a brocaded cloth, while the gilt overprint of the floral decoration accentuates this fabric idea and combines in making an exceptionally attractive paper.

The border is 9 inches wide and may be furnished either cut out or not cut out. The coloring of the border is dainty and subdued, harmonizing delightfully with the side wall and ceiling, which also shows a similar coloring to the side wall.

No. 53C243	Side Wall, per double roll.....	12c
No. 53C2243	Border, not cut out, 9 inches wide, per yard..	1c
No. 53C02243	Border, cut out, 9 inches wide, per yard.....	2c
No. 53C244	Ceiling, per double roll.....	12c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1070, No. 53C1073, No. 53C1151 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Victoria sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.





ELOISE

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 42.

THIS dainty floral all-over pattern is especially recommended for use in rooms with a northern exposure or wherever there is insufficient light. It is one of the prettiest patterns of this character we have ever shown at the exceptionally low price of 12 cents per double roll. The flowers and foliage are all printed in dainty colors which harmonize delightfully with the background with its silverlike lace stripe effect design.

The border is 9 inches wide and may be furnished cut out or not cut out. The ceiling harmonizes nicely with the side wall and border and shows a tiny floral pattern on a light cream background coloring.

- No. 53C195 Side Wall, per double roll.....12c
- No. 53C2195 Border, not cut out, 9 inches wide, per yard.. 1c
- No. 53C02195 Border, cut out, 9 inches wide, per yard..... 2c
- No. 53C196 Ceiling, per double roll.....12c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1072, No. 53C1073, No. 53C1151 or No. 53C1153. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Eloise sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





AMARRON

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 42.

MANY of the styles this year in wall paper are copies from European designs which show the modern tendency for simple, refined patterns. The best wall paper lines are showing a number of these simple effects.

This Amarron is one of those papers so much in vogue at present. It is a dainty stripe effect and the tiny roses used in the stripes are shown in a broader degree in the border. This border is 9 inches wide and may be furnished either cut out or not cut out. A touch of gilt is used in the ceiling, as well as the side wall and border, and has a tendency to brighten the pattern.

No. 53C245	Side Wall, per double roll.....	12c
No. 53C2245	Border, not cut out, 9 inches wide, per yard..	1c
No. 53C02245	Border, cut out, 9 inches wide, per yard.....	2c
No. 53C126	Ceiling, per double roll.....	12c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1055, No. 53C1058, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Amarron sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





LOIS

Per Double **12c** *16 Full Yards*
Roll **12c** *18 Inches Wide*

For Color Reproduction of This Pattern See Page 42.

THERE are seldom two rooms which have the same amount of natural light and in which the same character of furniture is used. For this reason a paper which would be highly appropriate for one room might seem out of place in another. We therefore manufacture some of our patterns in more than one color, so that those who admire the pattern may thus be sure of getting the best color for their particular room. The Lois, sampled herewith, and the Leland, sampled on page 35, show the same pattern. The gilt and copper bronze used in this Lois pattern, while adding but a trifle to the cost, gives the entire pattern an exceptionally attractive appearance.

The color reproduction on page 42, in addition to this sample, gives a fair idea of the beauty of this paper. The pattern is a semi-conventional design printed in gilt and green and copper bronze. The stripes show a lace effect design which is very pretty.

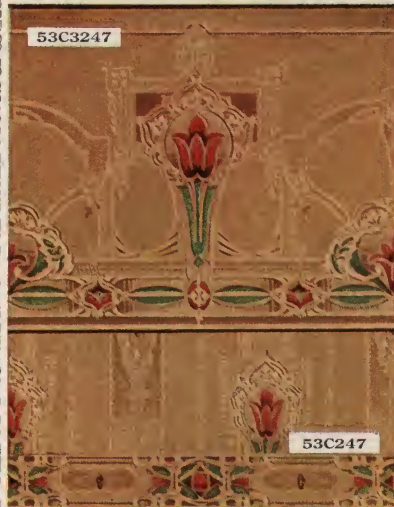
The border is 9 inches wide and can be furnished either cut out or not cut out. The ceiling pattern shows a conventional figure which harmonizes in color with the side wall.

No. 53C205	Side Wall, per double roll.....	12c
No. 53C2205	Border, not cut out, 9 inches wide, per yard.....	1c
No. 53C02205	Border, cut out, 9 inches wide, per yard.....	2c
No. 53C206	Ceiling, per double roll.....	12c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1068, No. 53C1074, No. 53C1076 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Lois sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.



53C3247

53C247



53C2775

53C775



53C2249

53C249



53C3251

53C251

- Camillia.**
 (See page 55 for sample of the side wall and description.)
- No. 53C247 Side Wall, per double roll.....12c
 - No. 53C3247 Border, per yard... 2c
 - No. 53C248 Ceiling, per double roll.....12c

- Idyllwild.**
 (See page 56 for sample of the side wall and description.)
- No. 53C775 Side Wall, per double roll..13c
 - No. 53C2775 Border, per yard..... 1c
 - No. 53C776 Ceiling, per double roll.....13c

- Richley.**
 (See page 57 for sample of the side wall and description.)
- No. 53C249 Side Wall, per double roll..14c
 - No. 53C2249 Border, per yard..... 1c
 - No. 53C250 Ceiling, per double roll.....14c

- Sharon.**
 (See page 58 for sample of the side wall and description.)
- No. 53C251 Side Wall, per double roll..14c
 - No. 53C3251 Border, per yard..... 2c
 - No. 53C252 Ceiling, per double roll.....14c

- Cassia.**
 (See page 59 for sample of the side wall and description.)
- No. 53C131 Side Wall, per double roll..14c
 - No. 53C2131 Border, per yard..... 1c
 - No. 53C132 Ceiling, per double roll.....14c



53C2131

53C131



53C2155

53C155



53C2133

53C133



53C02215

53C215



53C2211

53C211

Abington.
 (See page 60 for sample of the side wall and description.)
 No. 53C155 Side Wall, per double roll.....14c
 No. 53C2155 Border, per yard... 1c
 No. 53C156 Ceiling, per double roll.....14c

Lothar.
 (See page 62 for sample of the side wall and description.)
 No. 53C133 Side Wall, per double roll.15c
 No. 53C2133 Border, per yard..... 1c
 No. 53C134 Ceiling, per double roll.....15c

Forestglen.
 (See page 63 for sample of the side wall and description.)
 No. 53C215 Side Wall, per double roll.15c
 No. 53C02215 Border, per yard..... 2c
 No. 53C216 Ceiling, per double roll.....15c

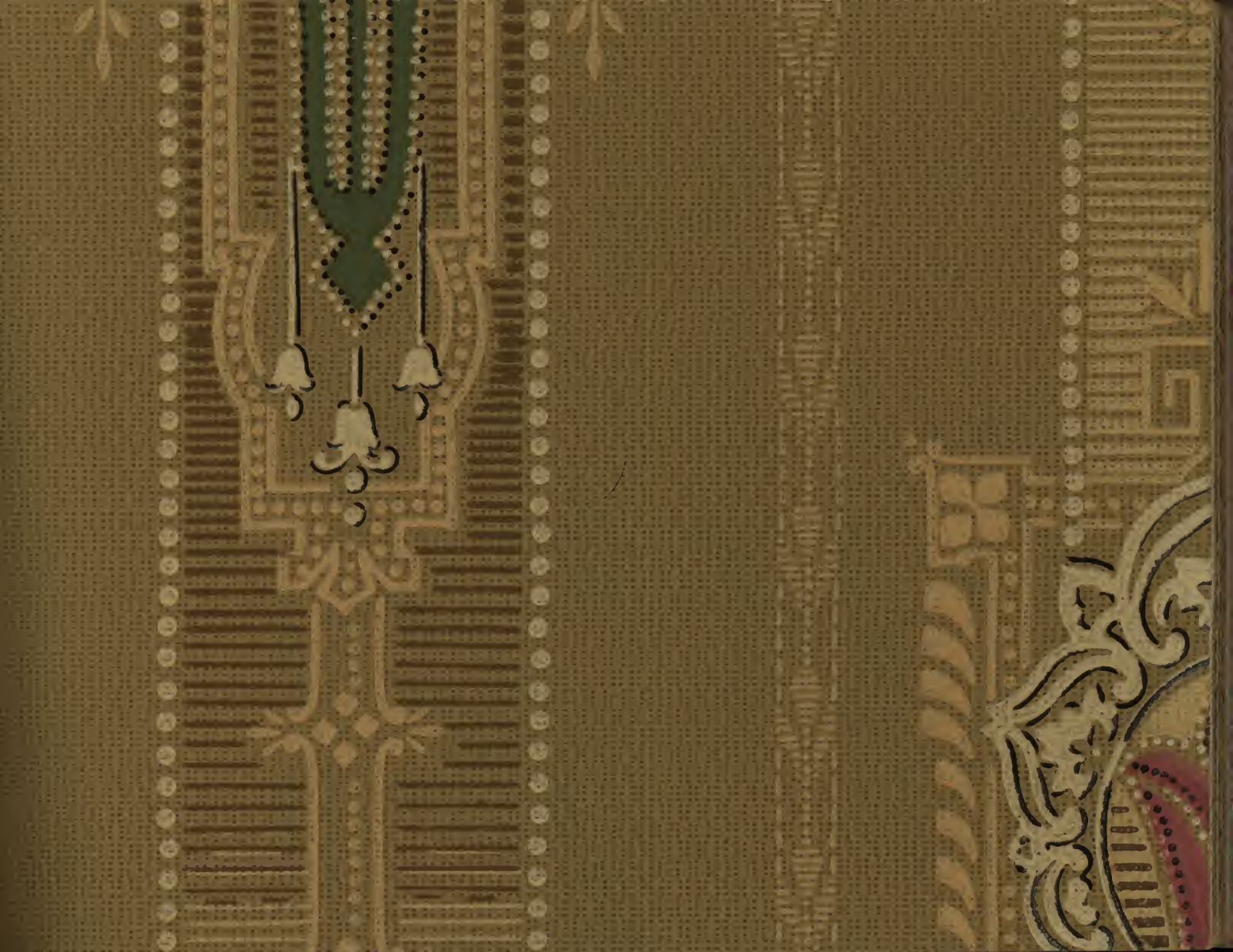
Byrnside.
 (See page 64 for sample of the side wall and description.)
 No. 53C211 Side Wall, per double roll.16c
 No. 53C2211 Border, per yard..... 1c
 No. 53C212 Ceiling, per double roll.....16c

Winona.
 (See page 65 for sample of the side wall and description.)
 No. 53C359 Side Wall, per double roll.10c
 No. 53C359 Border, per yard..... 1c
 No. 53C360 Ceiling, per double roll.....10c



53C3359

53C359





CAMILLIA

*Per Double
Roll*

12c

*16 Full Yards
18 Inches Wide*

For Color Reproduction of This Pattern See Page 53.

FOR the decoration of the living room, parlor, dining room and hall we recommend this Camillia pattern. It shows a conventional design printed on a popular dull brown background. The design is printed in green and red with various shades of tan and brown completing the decoration. Papers such as this are seldom bought for less than 20 cents per roll. They possess unusual decorative possibilities and harmonize with most any furniture and hangings.

Either a 9 or 18-inch border may be furnished. The 18-inch border carries the design of the side wall as the main decoration. The lower portion of this border may be cut off, making a 15-inch border if a narrower border is desired. The portion cut off may be used as a binder above the baseboard, making a very attractive wall treatment.

The ceilings of all our paper harmonize with the borders and side walls.

- No. 53C247 Side Wall, per double roll.....12c
- No. 53C2247 Border, 9 inches wide, per yard..... 1c
- No. 53C3247 Border, 18 inches wide, per yard..... 2c
- No. 53C248 Ceiling, per double roll.....12c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1068, No. 53C1089, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Camillia sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.





IDYLLWILD

Per Double Roll **13c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 53.

BEAUTIFULLY decorated rooms assist in creating a cheerful atmosphere and a helpful environment. Not only do they make the home more pleasant but they increase its value.

The Idyllwild pattern is one of the most charming papers we could recommend. It is printed in the most harmonizing colors, the dainty rosettes being in perfect harmony with the background. The entire combination of side wall, border and ceiling is one of refinement and one that will appear to advantage in bedrooms, parlors and living rooms in the most elaborate homes.

The border is 9 inches wide and shows beautiful pink roses printed in the same delicate colors as the flower decorations of the side wall. The background of the side wall and border are the same. The ceiling design of this combination shows dainty tan ribbon effect squares with tiny pink floral decorations on a faint cream or ivory ground.

We feel certain that you will be highly pleased with this pattern. It is one over which we are highly enthusiastic. We know it will make a beautifully decorated room.

About \$1.35 Will Buy Enough Wall Paper of This Pattern to Paper a Room 12x14, 9 Feet High.

No. 53C775	Side Wall, per double roll.....	13c
No. 53C2775	Border, 9 inches wide, per yard.....	1c
No. 53C776	Ceiling, per double roll.....	13c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1031, No. 53C1055, No. 53C1068 or No. 53C1153. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Idyllwild sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





IDYLLWILD

Per Double Roll **13c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 53.

BEAUTIFULLY decorated rooms assist in creating a cheerful atmosphere and a helpful environment. Not only do they make the home more pleasant but they increase its value.

The Idyllwild pattern is one of the most charming papers we could recommend. It is printed in the most harmonizing colors, the dainty rosettes being in perfect harmony with the background. The entire combination of side wall, border and ceiling is one of refinement and one that will appear to advantage in bedrooms, parlors and living rooms in the most elaborate homes.

The border is 9 inches wide and shows beautiful pink roses printed in the same delicate colors as the flower decorations of the side wall. The background of the side wall and border are the same. The ceiling design of this combination shows dainty tan ribbon effect squares with tiny pink floral decorations on a faint cream or ivory ground.

We feel certain that you will be highly pleased with this pattern. It is one over which we are highly enthusiastic. We know it will make a beautifully decorated room.

About \$1.35 Will Buy Enough Wall Paper of This Pattern to Paper a Room 12x14, 9 Feet High.

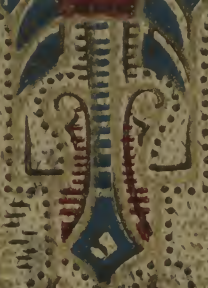
No. 53C775 Side Wall, per double roll.....13c
No. 53C2775 Border, 9 inches wide, per yard..... 1c
No. 53C776 Ceiling, per double roll.....13c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1081, No. 53C1055, No. 53C1085 or No. 53C1153. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Idyllwild sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.

pieces at the right
patterns described and
color and design of the
sample shows actual
The FRONT of this
the Richey sample
THIS IS THE BACK of





RICHLEY

Per Double Roll **14c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 53.

WE BELIEVE this pattern cannot be duplicated elsewhere for less than 25 cents per double roll. It is an unusually attractive paper, showing a stripe effect pattern with the stripes printed in gilt and colors imitating a moire ribbon. Between the moire stripes is a subdued, shadow effect background pattern which adds considerably to the character and general appearance of the paper.

The borders are 9 and 18 inches wide respectively, the 18-inch border being so designed that the upper or lower portion or both may be trimmed off, making a 15 or 12-inch border should a narrower border be desired. The design of the border carries the same colors as the small figure of the side wall, being printed on the same color background as the side wall, in gilt and blue and various shades of maroon and brown. The ceiling design also carries the colors of the side wall with the pattern printed in gilt and pink on a light ground.

No. 53C249 Side Wall, per double roll.....14c
 No. 53C2249 Border, 9 inches wide, per yard..... 1c
 No. 53C3249 Border, 18 inches wide, per yard..... 2c
 No. 53C250 Ceiling, per double roll.....14c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1076, No. 53C1152, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Richley sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.



Handwritten text in a cursive script, likely Arabic or Persian, arranged in a single column. The text is written in dark ink on a light-colored background. The script is highly stylized and appears to be a form of calligraphy. The text is arranged in a single column, with some lines being longer than others, suggesting a poetic or literary form. The text is written in a cursive script, likely Arabic or Persian, arranged in a single column. The text is written in dark ink on a light-colored background. The script is highly stylized and appears to be a form of calligraphy. The text is arranged in a single column, with some lines being longer than others, suggesting a poetic or literary form.





SHARON

Per Double Roll **14c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 53.

IT IS sometimes hard to determine just which colorings should be used in the various rooms in the house. It often happens that a certain pattern is highly desirable but the room for which it is intended requires a slightly different color treatment. For this reason we sometimes make up the same pattern in two or more colors to give our customers a wider choice in selecting papers for their home. The Sharon sampled herewith and the Richley sampled on page 57 both show the same design but in slightly different colors. The price of each is the same. Both are highly desirable papers for the decoration of most any living room in the modern home.

This is a beautiful, warm tan colored paper with the small figure of the design printed in gilt, red and green, and making altogether an attractive wall decoration. The moire ribbon of the stripe is printed in gilt and black. This gilt and black combination is used effectively in the design of the borders.

We want our customers to be perfectly satisfied with the selections they make. Should you order any of our papers and find that the coloring in the large piece does not suit your requirements, we expect you to send it back and we will return your money.

No. 53C251	Side Wall, per double roll.....	14c
No. 53C2251	Border, 9 inches wide, per yard.....	1c
No. 53C3251	Border, 18 inches wide, per yard.....	2c
No. 53C252	Ceiling, per double roll.....	14c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1076, No. 53C1070, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Sharon sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.





CASSIA

Per Double Roll **14c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 53.

WHEN such good wall papers can be had from us for so little money you can paper two rooms for the usual cost of papering but one. For instance, compare this sample of the Cassia pattern with papers offered elsewhere at 20 to 25 cents per double roll. We believe you will be astonished at the fact that we sell this elegant paper for only 14 cents per double roll.

It is one of the most beautiful light green patterns we have ever shown. The small design and the background are in perfect accord, while the 9-inch border is just the proper width to match well in design and pattern with both the ceiling and side wall.

Decorating, in some homes, is an annual occasion. Many people, in fact, repaper throughout the entire house every year.

To paper at least one or two rooms each year is the desire of most housewives. Necessity compels them to spend most of their time indoors and it is only human to enjoy a change.

You possibly cannot move into new apartments every year, but at small expense you can repaper two or three rooms and enjoy the pleasure of a new apartment with much less trouble than it takes to move.

No. 53C131 Side Wall, per double roll.....14c

No. 53C2131 Border, 9 inches wide, per yard..... 1c

No. 53C132 Ceiling, per double roll.....14c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1076, No. 53C1152, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Cassia sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.





ABINGTON

Per Double Roll **14c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 54.

SIMPLICITY is the keynote of the modern home and people everywhere are readily accepting the new and simple creations in wall paper. This modern trend toward semi-plain effects is reflected in this simple pattern, printed in brilliant bronzes on a striped ground in the newest shade of tan.

It can be used for any room in the home and will be found a most admirable background effect for pictures, being one of the most attractive papers ever produced for anything like the price at which it is offered to you.

It has a border 9 inches wide, and a perfectly matched cream background ceiling.

There is hardly a home in which this modest paper could not be used to advantage. It is in perfect accord with the latest ideas in wall paper design and will make a highly attractive room at small cost.

- No. 53C155 Side Wall, per double roll.....14c
- No. 53C2155 Border, 9 inches wide, per yard..... 1c
- No. 53C156 Ceiling, per double roll.....14c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Wood or Composition Moldings may be used with this paper: No. 53C1216, No. 53C1218, No. 53C1224 or No. 53C1225. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Abington sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





LOTHAR

Per Double Roll **15c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 54.

THE Lothar pattern, of which this is a sample, may be used in either a light or dark room because it is neither a very light nor very dark paper. It has just enough gilt to make it rich, and the pink of the flowers is very delicately handled to harmonize with the background.

The border is 9 inches wide and is a splendid example of color harmony.

The ceiling is somewhat lighter than the rest of the pattern and shows a neat design with rosebuds used as the main motif. Altogether, this combination will make a very favorable decoration.

Never lose sight of the room to be decorated when you are selecting a wall paper. Consider the amount of light available, because often a poorly lighted room can be wonderfully brightened by the proper wall paper.

Woodwork, furniture, rugs, hangings and pictures will all show to better advantage if the background is in perfect accord and harmony with the room.

A simple rule to follow in decorating is to use various shades of the same color. If a warm color is used, the room should not require much light. But if the room is well lighted, darker colors can be used, such as blues, greens, browns, etc., and the results will be quite pleasing.

- No. 53C133 Side Wall, per double roll.....15c
- No. 53C2133 Border, 9 inches wide, per yard..... 1c
- No. 53C134 Ceiling, per double roll.....15c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1077, No. 53C1074, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Lothar sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.





FORESTGLEN

Per Double Roll **15c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 54.

ONE who has ever visited the woods in autumn and has seen the beauty of the many colored leaves will appreciate this attractive pattern in which autumn leaves are shown in all their wonderful coloring. The same lustrous green and gilt bronze of the side wall is used in the border to make one of the most beautiful combinations of this character we have ever seen. The design is printed on a neutral background which shows a shadow print stripe.

The 9-inch border may be furnished either cut out or not cut out. The ceiling is printed in the same colors as the side wall on a lighter ground.

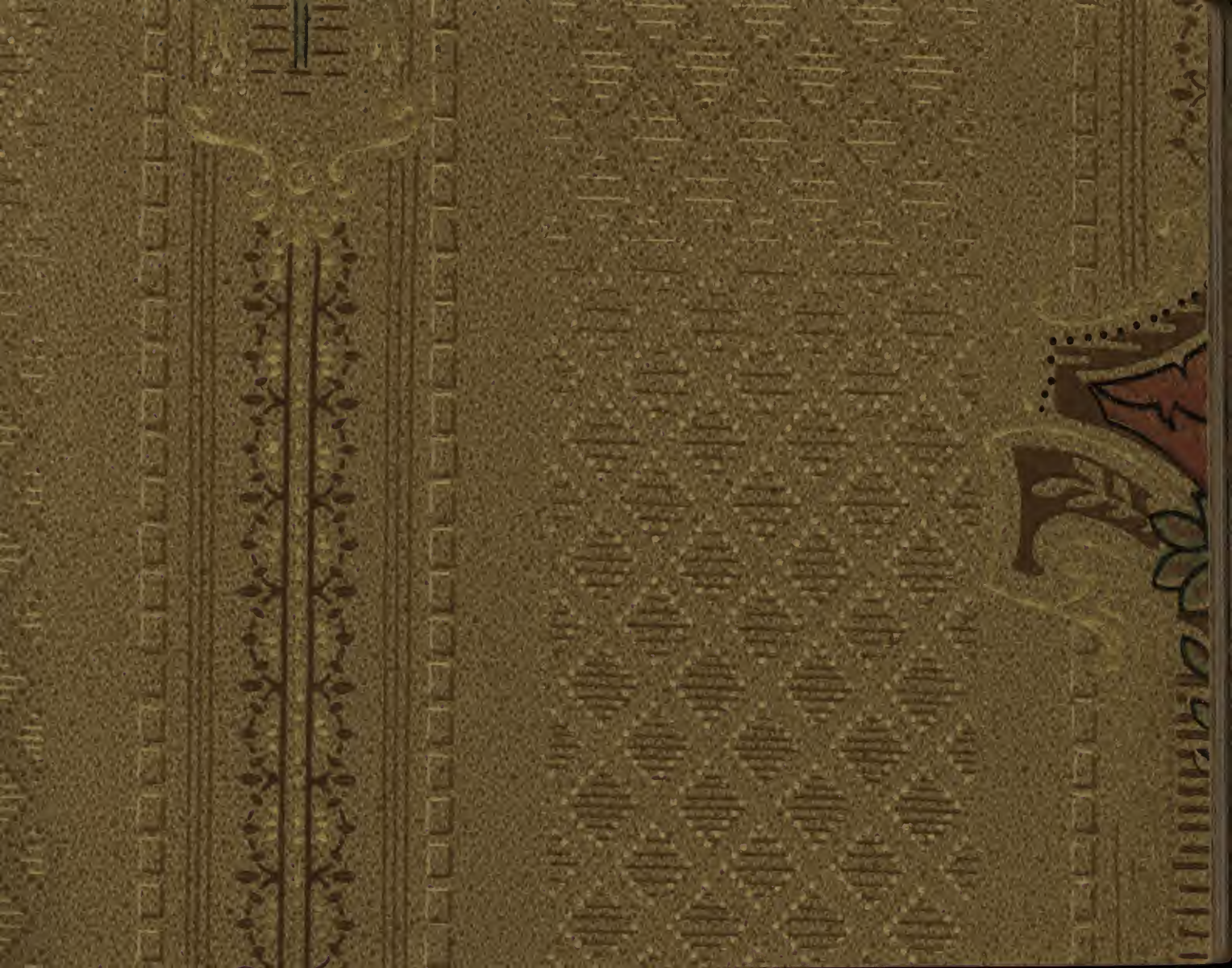
While this pattern would make an exceptionally attractive decoration for the dining room it may be used appropriately in the living room or parlor.

- No. 53C215 Side Wall, per double roll.....15c
- No. 53C2215 Border, not cut out, 9 inches wide, per yard.. 1c
- No. 53C02215 Border, cut out, 9 inches wide, per yard..... 2c
- No. 53C216 Ceiling, per double roll.....15c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1076, No. 53C1089, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Forestglen sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





BYRNSIDE

Per Double
Roll

16c

16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 54.

THIS pattern which we have named the Byrnside is a double process paper, the brown being printed in imitation of an oatmeal paper, and while the pattern closely resembles a genuine oatmeal, it only costs 16 cents per double roll. The side wall figure shows gilt and lustrous copper bronze in perfect harmony with the side wall coloring.

Either of two borders may be furnished. One is 9 inches wide and the other 18 inches wide. The 18-inch border is so designed that the lower portion consisting of about 3 inches can be trimmed off should a narrower border be desired. The portion cut off may be used as a binder above the baseboard and will make an exceptionally attractive room. The design of the borders is printed in the same colorings as the design of the side wall and on the same background coloring.

A very good ceiling design completes a combination which we believe cannot be duplicated for so little money.

- No. 53C211 Side Wall, per double roll.....16c
- No. 53C2211 Border, 9 inches wide, per yard..... 1c
- No. 53C3211 Border, 18 inches wide, per yard..... 2c
- No. 53C212 Ceiling, per double roll.....16c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1068, No. 53C1074, No. 53C1077 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Byrnside sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





WINONA

Per Double Roll **10c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 54.

THE Winona pattern, of which this is a sample, is greatly admired. It may be used appropriately in various rooms of the home but is probably more to be desired in the decoration of bedrooms, parlors or sitting rooms. It has a bright, summery appearance which commends it especially for use in dark rooms requiring the assistance of a light paper.

Either a 9 or an 18-inch border can be furnished with this paper. Both borders carry the same design and coloring as the side wall. The lower portion of the 18-inch border may be cut off and used as a binder if desired.

The ceiling is printed in delicate pink and gray in a semi-conventional design that harmonizes with the border and side wall.

A wall paper must be more than "pretty" in order to fulfill its mission in decorating the walls of a room. It must have **character** to be acceptable. Yet **harmony** must not be sacrificed, for, beyond all else, wall paper must be decorative. Properly selected it will harmonize with the furniture and hangings and will hold its place as a fitting background for other furnishings in the room.

No. 53C359	Side Wall, per double roll.....	10c
No. 53C2359	Border, 9 inches wide, not cut out, per yard.....	1/2c
No. 53C02359	Border, 9 inches wide, cut out, per yard.....	1 1/2c
No. 53C3359	Border, 18 inches wide, per yard.....	1c
No. 53C360	Ceiling, per double roll.....	10c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Wood or Composition Moldings may be used with this paper: No. 53C1208, No. 53C1209, No. 53C1211 or No. 53C1214. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Winona sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





FARNHAM

Per Double Roll **20c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 66.

THERE is perhaps no character of wall paper that has been so universally popular as Pulp stock, ordinarily known as Oatmeal. This overprint Oatmeal which we have named the Farnham shows a small conventional design printed on a velvetlike finish Oatmeal background surface, colored in gray. We feel sure that this pattern will do justice to the decoration of almost any room in the home.

With it can be furnished either a 9 or 18-inch border, both printed on Oatmeal Pulp stock similar to the side wall, with a design of such character that the lower portion may be cut out, if so desired, making a very handsome cut-out border decoration. The colors used in the design of the border are the same as those used in the figure of the side wall, but with an even greater quantity of gilt.

If you think this pleasing gray paper will harmonize with your other decorations and furnishings, order a sufficient quantity to satisfy your requirements and if, after you have received the paper and have pinned up a strip or two to get the general effect, you feel that it is not just the coloring you would like, we expect you to return the paper and we will return your money.

No. 53C363	Side Wall, per double roll.....	20c
No. 53C2363	Border, 9 inches wide, per yard.....	2c
No. 53C3363	Border, 18 inches wide, per yard.....	3c
No. 53C364	Ceiling, per double roll.....	14c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Wood or Composition Moldings may be used with this paper: No. 53C1220, No. 53C1214, No. 53C1222 or No. 53C1224. See front pages of this book for prices and descriptions.

THIS IS THE BACK
of the Farnham sample.
The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.





NOEL

*Per Double
Roll*

16c

*16 Full Yards
18 Inches Wide*

For Color Reproduction of This Pattern See Page 66.

EVERY paper shown in this Wall Paper Sample Book is an actual sample cut direct from the rolls in our stock. You therefore know on just what weight stock the pattern is printed and what colors are used. Before including a pattern in our line we hang it on the walls of a room which we have built for this purpose. It is then possible to detect any undesirable peculiarities of the design which might otherwise remain unnoticed. In this way our customers are sure of getting papers of proven character.

Examine this sample of the Noel pattern carefully. Notice the quantity of gilt and green and copper bronze and mica used in the design of the side wall. These brilliant colors with their luster make a highly attractive pattern. They are used effectively in the daintily colored 9-inch border which may be furnished either cut out or not cut out.

The ceilings of all our patterns are designed and colored according to the design and coloring of the side wall and border and always harmonize perfectly.

No. 53C213	Side Wall, per double roll.....	16c
No. 53C2213	Border, not cut out, 9 inches wide, per yard..	1c
No. 53C02213	Border, cut out, 9 inches wide, per yard.....	2c
No. 53C214	Ceiling, per double roll.....	16c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1076, No. 53C1077, No. 53C1072 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Noel sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





BELMAR

Per Double
Roll

16c

16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 66.

THE Belmar pattern can be used appropriately in the hall, parlor, living room, dining room or anywhere that a stylish, pleasing wall paper printed in quiet tones is desired.

A new departure in grounded papers is shown in this combination, the plush effect background being doubly enhanced by the conventionalized poppy, which is printed in lustrous colors.

A 9 or 18-inch border can be furnished with this combination, either of which harmonizes perfectly with the side wall and ceiling, and are also printed on a plush effect background.

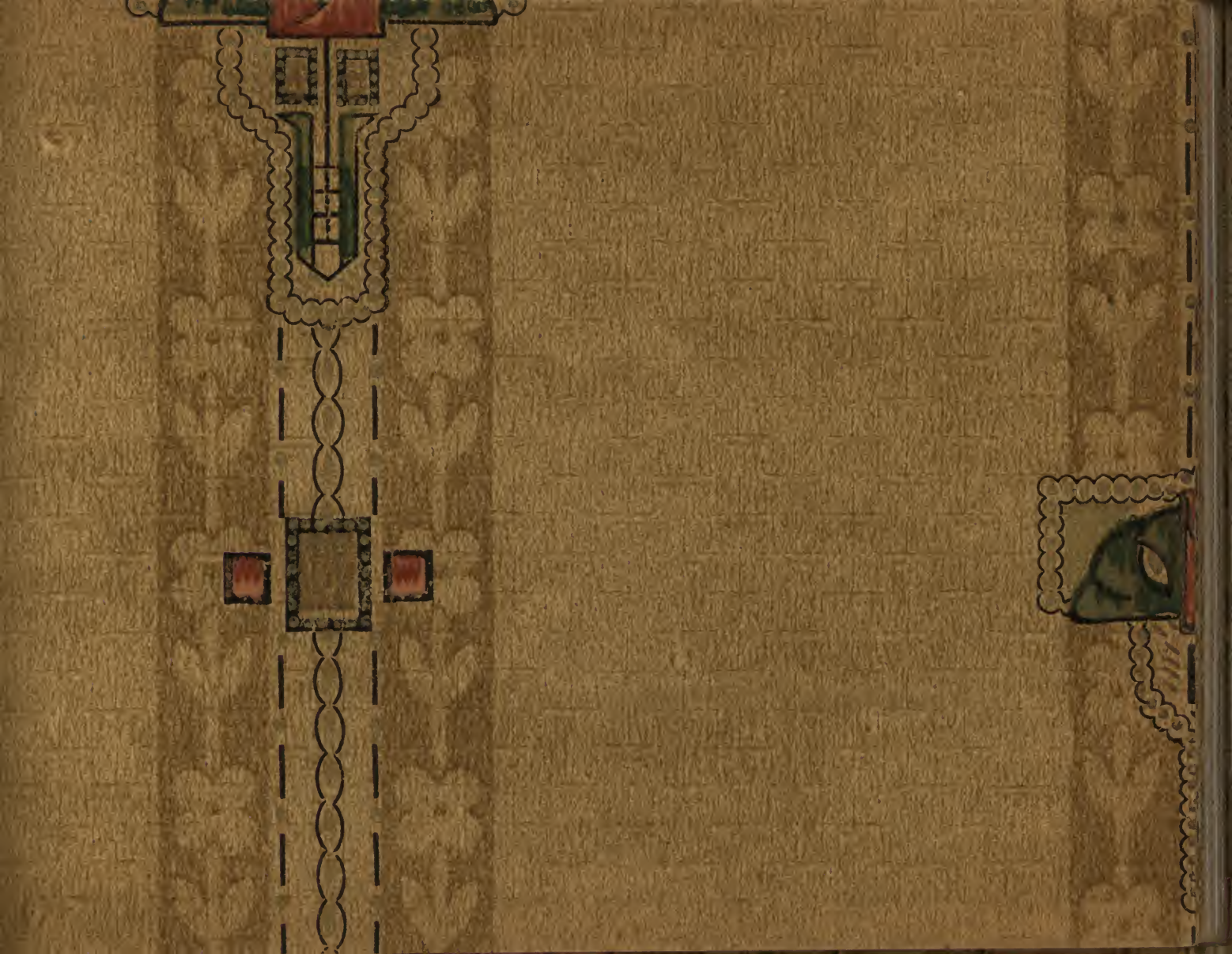
Should there be any doubt as to whether this pattern will appear to advantage in decorating the walls of your room, we recommend that you order sufficient quantity for whatever room it is intended. After you receive it, pin up a few strips in order to get the general effect. We feel certain you will be agreeably surprised at the wonderful effect that may be created with this paper, the coloring being one which will harmonize readily with the other furnishings of the room, though they may be of various colors. It is a pattern upon which pictures may be hung to advantage, and will form a delightful background for furniture of most any finish.

- No. 53C161 Side Wall, per double roll.....16c
- No. 53C2161 Border, 9 inches wide, per yard..... 1c
- No. 53C3161 Border, 18 inches wide, per yard..... 2c
- No. 53C162 Ceiling, per double roll.....16c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1068, No. 53C1077, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Belmar sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





MAJESTIC

Per Double Roll **18c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 66.

FOLLOWING our policy of being the first to show new and beautiful effects, we are including this year quite a few patterns which are unusual in character and which will make some very pretty rooms. This pattern which we have named the Majestic is a double process paper, the background being a fancy engraved cloud effect, closely resembling the popular wood veneer. You will notice that the background has no sheen or gloss. This has a tendency to absorb the light and enhances or accentuates the conventional figure which is used very cleverly in the stripes. This figure is printed in gilt and in green and copper bronze with a maroon center. A paper of this character may be used appropriately in parlors, sitting rooms and libraries. In fact, there is practically no limit to its usefulness for the decoration of most any room of the home.

The border is 9 inches wide and carries the idea of the side wall in an enlarged and broader degree. The ceiling harmonizes with the border and side wall, being printed on a faint buff background and completing a combination of unusual merit.

No. 53C207	Side Wall, per double roll.....	18c
No. 53C2207	Border, 9 inches wide, per yard.....	1½c
No. 53C208	Ceiling, per double roll.....	16c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1085, No. 53C1089, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Majestic sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.



THIS IS THE BACK of the Grapevine sample. The FRONT of this sample shows actual color and design of the pattern described and priced below to the left

GRAPEVINE

Per Double Roll **16c** 16 Full Yards
18 Inches Wide

Not Shown in Colors.

HERE is a very pretty fruit pattern for the decoration of the dining room. It is printed in most natural colors, the purple grapes and green foliage looking almost real. The design is arranged as a stripe with the pattern between the stripes representing the fashionable brocaded effect so popular at present. This background is what is known as a plush and is one of the new effects which we have brought out this year for the first time.

With this beautiful side wall a 9-inch border is furnished which may be had either cut out or not cut out. This border carries the same colors as the side wall and shows lustrous purple grapes hanging in clusters and making an exceptionally attractive crown to so charming a side wall. The cream ground of the ceiling is overprinted with gilt.

The design of this Grapevine pattern is exactly the same as the design of the Madeira, the background coloring only being different. For illustration of the border, therefore, see page 66 where the Madeira pattern is illustrated.

- No. 53C253 Side Wall, like this sample, per double roll16c
- No. 53C2253 Border, not cut out, 9 inches wide, per yard 1c
- No. 53C02253 Border, cut out, 9 inches wide, per yard 2c
- No. 53C254 Ceiling, per double roll.....16c

MADEIRA

Per Double Roll **16c** 16 Full Yards
18 Inches Wide

For Color Reproduction of the Madeira Pattern See Page 66.

THE Madeira is an attractive dining room paper printed in warm colors, the background showing a pleasing shade of deep red. It is easy to imagine the warm and welcome atmosphere of a dining room decorated with this Madeira pattern. You have no doubt seen many pretty dining rooms decorated with patterns similar to this. If you had inquired the price of the paper you would have been told that it cost 30 cents or more per double roll, because when paper is sold through the ordinary channels and the wholesaler, retailer and salesman each have their profits it is not possible to sell paper as good as this for so little money.

- No. 53C255 Side Wall, no sample shown, for color see page 66, per double roll.....16c
- No. 53C2255 Border, not cut out, 9 inches wide, per yard..... 1c
- No. 53C02255 Border, cut out, 9 inches wide, per yard..... 2c
- No. 53C254 Ceiling, per double roll...16c



THIS IS THE BACK of the Kenneth sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the left below.

KENNETH

Per Double Roll **18c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 67.

PAPERS of this character have already met with instant favor among our customers. They are dainty and refined and carry a certain decorative influence seldom found in papers selling for so low a price. Examine this sample closely. Like all the others it is an actual sample cut direct from the rolls in our stock and shows you exactly the weight of the paper, the coloring and finish. Notice the expensive varnished gilt used in the figure and stripe. Notice also the lustrous bronze used in the coloring of the conventional design.

Either a 9 or 18-inch border can be furnished with this beautiful paper. The design of both of these borders is built up from the figure of the side wall and therefore matches it in every respect. The design of the 18-inch border is so constructed that the upper or lower portion, or both, may be cut off, giving you a 15 or 12-inch border should a narrower border be desired. The strips cut off can be used above the baseboard and will assist in making a very beautiful room.

The ceiling design is printed in faint green and pink bronze on a light tan background which matches the side wall very nicely.

No. 53C265 Side Wall, per double roll.....18c
No. 53C2265 Border, 9 inches wide, per yard..1½c
No. 53C3265 Border, 18 inches wide, per yard.. 2c
No. 53C266 Ceiling, per double roll.....16c

LAPEER

Per Double Roll **18c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 67.

THE same pattern shown in this sample of the Kenneth can be furnished printed on a dark green background. Greens and tans have been extremely popular, and where there are two adjoining living rooms or parlors to be decorated many of our customers have used a green in one room and tan in the other when it was possible to secure similar designs.

This Lapeer pattern, while not sampled, is shown in actual colors on page 67. Like the Kenneth, the design is printed in expensive varnished gilt which is accentuated by the darker coloring of the background. This background coloring is similar in general effect to the coloring of the darker part of the background of the Acadia, sampled on page 68 of this book.

The borders and ceiling of this pattern were designed especially to harmonize with the green side wall, the ceiling being printed in beautiful faint green and pink bronzes and gilt on green tinted background stock.

No. 53C267 Side Wall, per double roll.....18c
(No sample shown. Shown in colors on page 67.)
No. 53C2267 Border, 9 inches wide, per yard..1½c
No. 53C3267 Border, 18 inches wide, per yard.. 2c
No. 53C268 Ceiling, per double roll.....16c





BERKLEY

Per Double Roll **18c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 67

THIS paper may be used with perfect assurance that it is up to date and fashionable. It is a beautiful stripe effect design printed on a tan background. Tiny roses of colored bronzes are hung gracefully in medallion shape gilt decorations. These medallions combined with the brocaded fabric background assist in making one of the most attractive papers in our line.

The borders are similar to the side wall in most respects. They show the medallion and flowers of the side wall in an enlarged degree with a quantity of gilt and bronzes in the design.

Without doubt you have seen some very attractive rooms decorated with papers which closely resembled this pattern. Could you have an opportunity of comparing the cost of the papers used in these rooms with the cost of this Berkley combination, we feel certain you would be surprised at the saving we offer.

This paper is furnished with one edge trimmed, so that if you lap the strips in hanging it will not be necessary to use trimmer or shears. We believe this will render the hanging of the paper much easier. Only papers No. 53C361, No. 53C367, No. 53C369 and No. 53C373 can be furnished ready trimmed. This trimming is done automatically at the time the paper is printed and we are not yet equipped to trim any but these four papers.

No. 53C361	Side Wall, pebble embossed, per double roll.....	18c
No. 53C2361	Border, pebble embossed, 9 inches wide, per yard.....	2c
No. 53C3361	Border, pebble embossed, 18 inches wide, per yard....	2½c
No. 53C280	Ceiling, per double roll.....	14c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Wood or Composition Moldings may be used with this paper: No. 53C1215, No. 53C1216, No. 53C1203 or No. 53C1220. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Berkley Sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.





KEOKUK

*Per Double
Roll*

20c

*16 Full Yards
18 Inches Wide*

WE BELIEVE you would be pleasantly surprised if you could see how beautifully many of these patterns will decorate your rooms. This varnished gilt combination is printed on what is known as a plush background, in which all the soft shadings of the original fabric have been reproduced.

This beautiful effect is worked into the background of both the 9 and 18-inch borders which may be furnished with this side wall. The 18-inch border is so designed that it may be cut out. The lower portion of the cut-out section, consisting of about 2½ inches, may be used very effectively as a narrow binder above the baseboard.

Examine this sample, which was cut direct from the rolls in our stock of this pattern, and you will see a quantity of expensive varnished gilt used in the decorative stripe. This scheme is carried out in a broader degree in the borders, which also show a leaf pattern printed in this lustrous and attractive varnished gilt. The character of the background of this design enhances the beauty of the pattern, making it one of the most attractive papers of this character ever put on the market.

The ceiling design shows a conventional pattern printed in gilt on a cream background.

THIS IS THE BACK
of the Keokuk sample.
The **FRONT** of this
sample shows actual
color and design of the
pattern described and
priced at the right.

No. 53C269	Side Wall, per double roll.....	20c
No. 53C2269	Border, 9 inches wide, per yard.....	1½c
No. 53C3269	Border, 18 inches wide, per yard.....	2c
No. 53C140	Ceiling, per double roll.....	16c



THIS IS THE BACK of the sample of Side Wall No. 53C273. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the left below

Per Double Roll **20c** *16 Full Yards*
18 Inches Wide

ALL our wall papers are offered at exceptionally low prices, quality considered, and those who have bought wall paper from us have made substantial money savings. In addition our papers have resulted in more artistically decorated homes, a source of pride and satisfaction to all. And the satisfaction is all the greater because our customers have received both quality and value.

Below we list two colors of the same design. The description and price below to the left refer to this sample. The description to the right refers to the same design printed on a gray background, closely resembling what is known as a London smoke color.

CANTON

Like This Sample.

THIS paper is very desirable for use in living rooms, parlors, dining rooms, etc. The design is printed in expensive varnished gilt on a rich green background. This coloring is carried throughout both the 9 and 18-inch borders, while the ceiling shows a gilt conventional pattern printed on a faint green background.

The 18-inch border is so designed that it may be cut out. The lower portion of the cut-off section, consisting of about 2½ inches, can be used very effectively as a narrow binder above the baseboard.

No. 53C273 Side Wall, per double roll..... 20c
No. 53C2273 Border, 9 inches wide, per yard.. 1½c
No. 53C3273 Border, 18 inches wide, per yard.. 2c
No. 53C274 Ceiling, per double roll..... 16c

GUELPH

No Sample Shown.

For Color Reproduction of This Pattern See Page 67.

WHILE either of these patterns will make an exceptionally attractive room, much depends, of course, upon the amount of light available. If your room is quite dark, this pattern by reason of its light background and varnished gilt design will assist in brightening its appearance.

No. 53C271 Side Wall, per double roll..... 20c
No. 53C2271 Border, 9 inches wide, per yard.. 1½c
No. 53C3271 Border, 18 inches wide, per yard.. 2c
No. 53C272 Ceiling, per double roll..... 16c





ARTONIA

Per Double Roll **20c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 67.

THE modern tendency toward simplicity in decoration is splendidly illustrated in this exceptional combination which we have named the Artonia. The background of the side wall is a faithful reproduction of a Japanese grass cloth. Upon this background is printed a stripe which is ornamented by conventionalized flowers and leaves in shades of terra cotta and green.

The border is printed in crowns 18 inches long and 13 inches wide, there being two crowns to a yard of border. One band of 3-inch wide binder is furnished with each yard of border. Included also with each yard of border are four beautiful ornaments, such as shown on the side wall just under the border in the Color Plate on page 67.

One of the many decorative possibilities of the Artonia is illustrated in the Color Plate on page 67 of this book.

- No. 53C163 Side Wall, per double roll 20c
- No. 53C3163 Border, not cut out, 13 inches wide, with one yard of 3-inch binder and four ornaments attached, per yard 2½c
- No. 53C980 Ceiling (see sample in back of this book), per double roll 15c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1080, No. 53C1094, No. 53C1153, or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Artonia sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





DUNSMUIR

Per Double Roll **20c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 79.

MANY people have made their homes highly attractive at very small expense by using our wall paper. We are showing this year many papers such as the Dunsmuir which will look well in parlors, sitting rooms, dining rooms, libraries, etc.

The design of this paper might be called a stencil effect from the fact that it resembles the results produced by stenciling, but of course in a more elaborate and more attractive degree.

Either of two borders may be furnished with this pattern, both of which carry the same design and colors as the side wall and also carry a quantity of expensive varnished gilt. The 18-inch border is so designed that the upper or lower portion or both may be cut off, making a 15 or 12-inch border should a narrower border be desired. The portions cut off may be used quite effectively as a base binder.

The ceiling pattern is printed in lustrous bronzes and shows a tiny semi-conventional figure on a cream ground.

THIS IS THE BACK of the Dunsmuir sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.

- No. 53C275 Side Wall, per double roll..... 20c
- No. 53C2275 Border, 9 inches wide, per yard..... 1½c
- No. 53C3275 Border, 18 inches wide, per yard..... 2c
- No. 53C266 Ceiling, per double roll..... 16c





ARAGO

Per Double Roll **20c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 79.

WE CONSIDER this pattern one of the most unique adaptations of the Oriental effects so cleverly employed in the decoration of beautiful homes. The design is printed in contrasting colors which combine in making an attractive pattern. These colors are undoubtedly enhanced by the splendid handling of the lustrous varnished gilt.

An inspection of the color reproduction on page 79 will give you a good idea of how the border design follows the design of the side wall.

The 18-inch border is so designed that the upper or lower portion, or both, may be cut off, making a 15 or 12-inch border should a narrower border be desired. The portions cut off may be used quite effectively as a base binder.

The ceiling pattern is printed in lustrous bronzes and shows a tiny semi-conventional figure on a cream ground.

THIS IS THE BACK of the Arago sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.

No. 53C277	Side Wall, per double roll.....	20c
No. 53C2277	Border, 9 inches wide, per yard.....	1½c
No. 53C3277	Border, 18 inches wide, per yard.....	2c
No. 53C266	Ceiling, per double roll.....	16c





THIS IS THE BACK of the Luxton sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.

LUXTON

**Per Double
Roll**

20c

**16 Full Yards
18 Inches Wide**

For Color Reproduction of This Pattern See Page 79

ONLY a faint idea of the real decorative value of the Luxton combination can be obtained by an inspection of this sample and of the color reproduction shown on page 79. The pattern with its silklike appearance and its lustrous shadings resembles the elaborate weaving of a brocaded fabric. By the use of the Luxton you may be sure of a most attractive room and one that will harmonize with all furnishings. It is treated in neutral tones of gray, daintily ornamented with gilt and the entire combination is heavily embossed. The stock on which the combination is printed is quite heavy and may be hung with ease.

The border is 18 inches wide and is an elegant example of the most improved style of wall paper printing. The ceiling is printed in gilt and mica on a white background.

These papers were all designed and printed with the one idea in mind of surpassing anything that had ever before been accomplished in the wall paper business. Of course, our customers all benefit by this and are enabled to decorate their homes with the choicest of patterns at a price usually charged for ordinary wall papers.

No. 53C159 Side Wall, pebble embossed, per double roll. 20c

No. 53C3159 Border, pebble embossed, 18 inches wide, per yard 2½c

No. 53C160 Ceiling, pebble embossed, per double roll. . . . 20c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1076, No. 53C1074, No. 53C1151 or No. 53C1153. See front pages of this book for prices and descriptions.





BEVIER

Per Double
Roll

20c

16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 79.

EXAMINE this sample very carefully. Note the beautiful background effect shown in this paper. It is a varnished gilt design suitable for the living room, hall or dining room. It is in good taste and will add considerably in beautifying your room and making it more homelike.

We recommend that you order this paper for one of your rooms. Hang a few lengths of the pattern in the room that you intend it for, and if it is not satisfactory you can return all the paper to us and we will either exchange it for other paper or return your money, together with any transportation charges you paid.

This sample of the Bevier shows only the quality of the stock and a mere intimation of the coloring and design. It is a stripe effect pattern with small ferns printed in expensive varnished gilt. Between the stripes are dainty shadow print figures, giving the impression of brocaded cloth.

Either a 9 or 18-inch border can be furnished with this paper. Both borders carry a similar design to the side wall and are also printed in lustrous varnished gilt.

The ceiling design is printed in gilt on a slightly lighter shade than the side wall.

No. 53C139	Side Wall, per double roll.....	20c
No. 53C2139	Border, 9 inches wide, per yard.....	1½c
No. 53C3139	Border, 18 inches wide, per yard.....	2c
No. 53C140	Ceiling, per double roll.....	16c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1153, No. 53C1154, No. 53C1070 or No. 53C1074. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Bevier sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.



THIS IS THE BACK of the sample of Side Wall No. 53C217. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the left below

Per Double Roll **20c** *16 Full Yards*
18 Inches Wide

THE decorative superiority of brown patterns is well recognized. In fact, for several years they have been universally about the most popular wall paper. In order to give our customers as large a variety as possible from which to choose, we are showing many brown papers this year.

MALCOLM

Like This Sample.

THE Malcolm, of which this is a sample, shows a shadow design printed in the most pleasing shade of brown. It is a striped effect pattern closely resembling the weave of a brocaded fabric.

The border is 18 inches wide and is printed in the same colors as the side wall. The lower portion, consisting of about 3 inches, may be trimmed from the border if a narrower border is desired.

The ceiling shows a conventional figure, printed in gilt and light brown on a tan background, which harmonizes delightfully with the border and side wall. This entire combination is softened considerably by the pebble embossing.

- No. 53C217 Side Wall, pebble embossed, per double roll..... 20c
- No. 53C3217 Border, 18 inches wide, pebble embossed, per yard..... 2½c
- No. 53C218 Ceiling, pebble embossed, per double roll..... 20c

GRAEME

No Sample Shown.

For Color Reproduction of This Pattern See Page 79.

AN INSPECTION of the color illustration of this pattern on page 79 will give you some idea of what a beautiful pattern the Graeme is. It is a beautiful pebble embossed combination printed in dark brown and green and makes one of the most charming patterns of this character we have ever put on the market.

The border is 18 inches wide. The lower portion, consisting of about 3 inches, may be trimmed from the border if a narrower border is desired.

The ceiling shows a conventional figure, printed in gilt and light brown on a tan background, which harmonizes with the border and side wall.

- No. 53C219 Side Wall, pebble embossed, per double roll 20c
- No. 53C3219 Border, pebble embossed, 18 inches wide, per yard..... 2½c
- No. 53C218 Ceiling, pebble embossed, per double roll..... 20c





ELMO

Per Double
Roll

20c

16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 80.

PATTERNS such as the Elmo are extremely popular this season. With wall paper, as with everything else, there are always certain colors and designs which appeal to some people more than to others. It is therefore impossible for us to say that this paper will please you more than other papers of our line. We do, however, give you an opportunity of finding out whether it will harmonize with the other furnishings of the room in which you intend to hang it. Send for a sufficient quantity, and if you are not satisfied when you receive the paper, return it at our expense and we will return your money.

The Elmo has a burlap embossed grass cloth effect background with a conventional design printed in lustrous colored bronzes and gilt.

The 18-inch border is a unique stencil effect, the background design resembling birch bark. The background of the 9-inch border also shows this attractive stencil effect and is printed in the same colors as the figure of the side wall. The borders may be furnished either cut out or not cut out.

The ceiling design harmonizes with the side wall and border in pattern and coloring.

THIS IS THE BACK
of the Elmo Sample.
The **FRONT** of this
sample shows actual
color and design of the
pattern described and
priced at the right.

No. 53C279
No. 53C2279
No. 53C02279
No. 53C3279
No. 53C03279
No. 53C280

Side wall, burlap embossed, per double roll..... 20c
Border, burlap embossed, not cut out, 9 inches wide, per yard.... 1½c
Border, burlap embossed, cut out, 9 inches wide, per yard..... 3c
Border, burlap embossed, not cut out, 18 inches wide, per yard.. 3c
Border, burlap embossed, cut out, 15 inches wide, with 1 yard
of 3-inch binder with each yard of border, per yard..... 5c
Ceiling, per double roll..... 14c



THIS IS THE BACK of the Althea sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced below to the left.

ALTHEA

Like This Sample.

Per Double Roll **22c** 16 Full Yards
18 Inches Wide

THIS Althea pattern is a stripe effect paper printed on a dove or tan color mica background. The design shows beautiful bouquets of pink roses with green foliage and a medallion with gilt spray is shown above each bouquet. The artistic arrangement and coloring harmonizes beautifully with the background and produces a combination that will make a very attractive room.

Larger bouquets of roses, all connected with graceful festoons of tiny buds and foliage, make the 18-inch border a very effective and fitting crown for this beautiful side wall paper.

The ceiling is pebble embossed like the side wall and border and is designed to match the rest of the combination in coloring and general character. It is delicately printed in light colors and also shows roses as the main decoration.

No. 53C143 Side Wall, like this sample.
Per double roll..... 22c
No. 53C3143 Border, 18 inches wide,
per yard2½c
No. 53C144 Ceiling, per double roll.. 22c

VERNEUR

No Sample Shown.

Per Double Roll **22c** 16 Full Yards
18 Inches Wide

For Color Reproduction of the Verneur Pattern See Page 80.

THE Verneur pattern can be used in parlors, living rooms or bedrooms. Its beautiful stripe effect design is the same as the Althea, the colors only being different. The entire combination of side wall, border and ceiling is printed on heavy embossed stock with a background coloring of soft gray overprinted in mica.

Border is 18 inches wide, the design consisting of pink rose bouquets spaced at regular intervals, with a graceful festoon of natural appearing smaller roses hung between.

The ceiling, like the side wall and border, is printed on heavy stock, and is pebble embossed. The design shows tiny 2-inch circles of gilt ferns, in the center of which are pink rosebuds. All the colors used are delicate and subdued to harmonize with the light gray and mica background.

VERNEUR. No Sample Shown.

No. 53C141 Side Wall. See illustration on page 80 for coloring. Per double roll..... 22c
No. 53C3141 Border, 18 inches wide, per yard2½c
No. 53C142 Ceiling, per double roll.. 22c



THIS IS THE BACK of the Glenwyne sample. The FRONT of this sample shows actual color and design of the pattern described and priced below at the left

GLENWYNE

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern
See Page 80.

WE BELIEVE it would be impossible to secure three more harmonious colorings than are shown in the Glenwyne, Revere and Renair, all of which carry the same design in the side wall, border and ceiling, but are printed in different colors. The side wall design of the Glenwyne, of which this is a sample, is a daintily colored stripe in pink, gray and green with a background of fern leaves in symphony gray.

In this Glenwyne border the wild rose is faithfully reproduced by means of a new set of pink shadings originated by our artists. The delicate way in which this design is executed is sure to appeal to your sense of beauty.

The ceiling design is printed in faintest pink and mica on a white ground.

- No. 53C165 Side Wall, like this sample, per double roll..12c
No. 53C2185 Border, cut out, 9 in. wide, per yard..... 3c
No. 53C166 Ceiling, per double roll.12c

REVERE

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern
See Page 80.

YOU WILL undoubtedly be pleased with any of these three beautiful papers. A sample of this Revere combination is not shown. The design is the same as this sample, the only difference being in the coloring. The small center decoration of the ribbon effect design in the Revere is printed in blue.

The border design is exactly the same as the Glenwyne, but shows an attractive blue treatment in flowers instead of pink, so if you prefer a blue decoration and admire this design, your desires can be fulfilled. We feel certain you cannot duplicate any of these patterns for less than twice the price we are asking. We therefore believe they will satisfy you entirely.

- No. 53C281 Side Wall, per double roll12c
(No sample shown. For color see page 80.)
No. 53C2281 Border, cut out, 9 in. wide, per yard..... 3c
No. 53C230 Ceiling, per double roll.12c

RENAIR

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern
See Page 80.

WE HAVE seen thousands of yellow patterns on the market ranging in price from 20 cents upward, very few of which even favorably compared with the Renair paper in coloring and design. Price considered, we believe papers like this cannot be duplicated elsewhere. The pretty 9-inch cut-out floral border with the delightful yellow roses which are printed so elegantly as to appear almost real, makes a fitting crown for this delicate side wall design.

The ceiling pattern shows the faintest touches of yellow in a mica pattern on a white background.

- No. 53C283 Side Wall, per double roll12c
(No sample shown. For color see page 80.)
No. 53C2283 Border, cut out, 9 in. wide, per yard..... 3c
No. 53C232 Ceiling, per double roll12c





CHANTILLY

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 80.

THE strikingly original combination of flowers and drapery shown in the design of the Chantilly border expresses the latest thoughts from abroad. On a gracefully gathered, light gray silk effect drape appear daintily colored pink roses with their green foliage. This border is cut out, 10 inches wide, and carries a narrow binder at the top, which may be cut off if a narrower border is desired. A 2-inch floral binder is also furnished with the border, which may be used above the baseboard, thus making a very neat decoration.

This beautiful paper should appeal especially to those who are looking for something new in a bedroom decoration, because of its exquisite blendings. It is a paper which should satisfy the taste of the most fastidious.

The ceiling is perfectly matched in pink and mica on a white ground and lends an additional charm to this beautiful combination.

- No. 53C167 Side Wall, per double roll.....12c
- No. 53C3167 Border, cut out, 10 inches wide, with two 2-inch binders attached, per yard..... 4c
- No. 53C166 Ceiling, per double roll.....12c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1072, No. 53C1073, No. 53C1151 or No. 53C1152. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Chantilly sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.



53C3229

53C229



53C2229

53C287



53C2173

24C5806

53C173



53C2231

53C231



53C3285

53C285

Harvine.

(See page 92 for sample of the side wall and description.)

- No. 53C229 Side Wall, per double roll.....12c
- No. 53C3229 Border, per yard..... 4c
- No. 53C230 Ceiling, per double roll.....12c

Lucile.

(See page 92 for description.)

- No. 53C287 Side Wall, per double roll.12c
- No. 53C2229 Border, per yard..... 4c
- No. 53C230 Ceiling, per double roll.....12c

Lillian.

(See page 93 for sample of the side wall and description.)

- No. 53C173 Side Wall, per double roll.14c
- No. 53C2173 Border, per yard..... 4c
- No. 53C174 Ceiling, per double roll.....12c
- No. 24C5806 Cretonne, per yard.....17c

Marechal.

(See page 94 for sample of the side wall and description.)

- No. 53C231 Side Wall, per double roll.14c
- No. 53C2231 Border, per yard..... 4c
- No. 53C232 Ceiling, per double roll.....12c

Hildreth.

(See page 95 for sample of the side wall and description.)

- No. 53C285 Side Wall, per double roll 16c
- No. 53C3285 Border, per yard..... 5c
- No. 53C226 Ceiling, per double roll.....12c



Ansonia.
 (See page 96 for sample of the side wall and description.)

No. 53C225	Side Wall, per double roll...16c
No. 53C3225	Border, per yd. 5c
No. 53C3309	Border, per yd. 5c
No. 53C3311	Border, per yd. 5c
No. 53C226	Ceiling, per double roll...12c

Iola.
 (See page 97 for sample of the side wall and description.)

No. 53C291	Side Wall, per double roll.....16c
No. 53C2291	Border, per yard..... 4c
No. 53C3291	Border, per yard..... 6c
No. 24C1002	Cretonne, per yard .25c
No. 24C9761	Cretonne, per yard .16c
No. 53C292	Ceiling, per double roll.....14c

Fayette.
 (See page 100 for description.)

No. 53C293	Side Wall, per double roll.....18c
No. 53C3293	Border, per yard..... 6c
No. 53C294	Ceiling, per double roll.....18c





THIS IS THE BACK of the Harvine sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the left below

Per Double Roll **12c** 16 Full Yards
18 Inches Wide

HARVINE

Like This Sample.

For Color Reproduction of This Pattern See Page 90.

THIS pleasing bedroom paper shows a dainty stripe effect blue pattern. It represents a cloth effect brocaded design which is so popular this season.

Either of two borders used in connection with this side wall will create a delightful bedroom. The coloring of the side wall and the background of border No. 53C3229 is a faint blue which is very simple and subdued in character. This border is about 10 inches wide and is furnished cut out. It carries 2 yards of 2-inch binder with each yard of border. The design of the border represents blue silk drapes decorated with pink and red roses with green leaves.

If a narrower border is desired we can furnish a 9-inch cut-out floral design which is listed below and shown in colors on page 90. Ceiling has white background.

- | | | |
|-------------|------------------------------------------------------------------------------------------------------------|-----|
| No. 53C229 | Side Wall, per double roll..... | 12c |
| No. 53C2229 | Border, pebble embossed, cut out,
9 inches wide, per yard..... | 4c |
| No. 53C3229 | Border, cut out, 10 inches wide,
with 2 yards of 2-inch binder with
each yard of border, per yard... | 4c |
| No. 53C230 | Ceiling, per double roll..... | 12c |

LUCILE

No Sample Shown.

For Color Reproduction of This Pattern See Page 90.

THIS is the same pattern as the Harvine, but on a white background with a dainty blue stripe. Shown in actual colors on page 90.

The border is embossed, 9 inches wide, and is furnished cut out, as illustrated. No sample of this side wall pattern is shown, being the same in design as the one sampled herewith, the background coloring only being different. The same ceiling is furnished with each of these combinations. It shows a dainty blue figure with an allover mica design on a white background.

Simple, subdued designs of this character are becoming very popular. You will find our prices far below the average.

- | | | |
|-------------|-------------------------------------------------------------------|-----|
| No. 53C287 | Side Wall, per double roll..... | 12c |
| No. 53C2229 | Border, pebble embossed, cut out,
9 inches wide, per yard..... | 4c |
| No. 53C230 | Ceiling, per double roll..... | 12c |





LILLIAN

Per Double Roll **14c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 90.

THE Lillian pattern immediately commends itself as an ideal decoration for the bedroom. The side wall is a lace effect pattern in cream, printed on a lighter cream ground, with a delicate tracery of roses and green leaves. With this the charmingly colored cut-out floral border blends perfectly. It is seldom possible to obtain such a delightful combination in which cream, pinks and green have been so carefully and skillfully handled.

In making the Lillian border of this combination, twelve beautiful colors have been carefully blended. The roses in warm cream and rose pinks nestle in soft green leaves and faithfully reproduce a hand painted study. It is printed on extra heavy paper and is heavily embossed.

The ceiling is a simple pattern printed in delicate shades, conforming to the refinement shown in the border and side wall.

We are prepared to furnish a beautiful cretonne cloth to match this combination, a color illustration of which is shown with this pattern on page 90.

- No. 53C173 Side Wall, per double roll.....14c
- No. 53C2173 Border, pebble embossed, cut out, 9 inches wide, per yard..... 4c
- No. 53C174 Ceiling, per double roll.....12c
- No. 24C5806 Cretonne Cloth, about 36 inches wide, per yard.17c

THIS IS THE BACK
of the Lillian sample.
The **FRONT** of this
sample shows actual
color and design of the
pattern described and
priced to the right.





MARECHAL

Per Double Roll **14c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 90

THERE is much in this dainty bedroom pattern to recommend it. By its use a rich and attractive room is easily possible. It is a stripe effect pattern with an unusual shadow effect design running through the background with a dainty yellow rose stripe furnishing just enough color to carry successfully the beautiful yellow rose border which is shown in colors on page 90.

This border is 9 inches wide, pebble embossed, and is furnished cut out. The ceiling pattern is printed in faintest yellow and mica on a white background.

Altogether this combination is one of refinement and good taste. When you see it on the walls of your bedroom you will fully appreciate it. It will be highly successful when used in a more or less dark room that requires a light colored wall paper.

- No. 53C231 Side Wall, per double roll.....14c
- No. 53C2231 Border, pebble embossed, cut out, 9 inches
wide, per yard..... 4c
- No. 53C232 Ceiling, per double roll.....12c

Border No. 53C2283, shown in colors on page 80, will also match this side wall paper.

THIS IS THE BACK
of the Marechal sample.
The **FRONT** of this
sample shows actual
color and design of the
pattern described and
priced at the right.





HILDRETH

Per Double Roll **16c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 90

THIS Hildreth pattern is one of the most charming blue papers we could recommend. It is printed in tones of dainty blue and white on a faint blue background and shows refinement and character throughout its entire composition. The design of the side wall is very simple and is therefore quite in harmony with the present vogue, which demands simplicity for interior decoration. The side wall pattern harmonizes with the graceful floral border, which is furnished cut out. With this border is furnished a narrow floral band printed in dainty colors which may be used as a baseboard decoration.

A color illustration of this combination is shown on page 90 and will give you a fair idea of the beauty of this Hildreth combination.

The ceiling design is printed in mica on a white background.

If you are one of those who would appreciate the use of a refined blue wall paper, we are certain that you will be highly pleased with this pattern. We know that it will make a beautifully decorated room. We will return your money if you are not satisfied with it.

No. 53C285 Side Wall, linen embossed, per double roll . . . 16c

No. 53C3285 Border, embossed, cut out, 9 inches wide, with
1½-inch binder attached, per yard 5c

No. 53C226 Ceiling, per double roll 12c

Border No. 53C3229, shown in colors on page 90, will also match this side wall paper.

THIS IS THE BACK
of the Hildreth sample.
The **FRONT** of this
sample shows actual
color and design of the
pattern described and
priced at the right.



ANSONIA

Per Double Roll **16c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 91

IN BUYING wall paper the entire combination of side wall, border and ceiling should be taken into consideration. Especially is this true of these simple patterns which are so fashionable at present and which depend largely upon the beauty of the cut-out borders for their attractiveness.

With this side wall can be furnished any of the three beautiful cut-out borders listed below, color reproductions of which are shown on page 91. These borders are all cut outs and carry a floral binder which may be used very artistically as a base-board decoration. A special double process printing and embossing gives to these borders the popular and expensive grass cloth appearance, which greatly enhances their beauty, rendering them more desirable.

The ceiling design is printed in mica on a white background.

- No. 53C225 Side Wall, linen effect embossed, per double roll.....16c
- No. 53C3225 Border, embossed, cut out, pink and lilac effect roses, 9 inches wide, with 1½-inch binder attached, per yard... 5c
- No. 53C3309 Border, embossed, cut out, yellow roses, 9 inches wide, with 1½-inch binder attached, per yard..... 5c
- No. 53C3311 Border, embossed, cut out, pink roses, 9 inches wide, with 1½-inch binder attached, per yard..... 5c
- No. 53C226 Ceiling, per double roll.....12c

THIS IS THE BACK of the Ansonia sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.



THIS IS THE BACK of the sample of Side Wall No. 53C291. The FRONT of this sample shows actual color and design of the pattern described and priced below

Per Double Roll **16c** 16 Full Yards
18 Inches Wide

IOLA

For Color Reproduction of This Pattern See Page 91.

SEVERAL beautiful borders have been designed to match the Iola pattern of which this is a sample. These borders are all illustrated in colors to give you an idea of their beauty.

Illustrated also are two designs in cretonne curtain material which will match the borders in every respect and assist in making an attractive room.

- | | | |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----|
| No. 53C291 | Side Wall, linen embossed, like this sample, per double roll..... | 16c |
| No. 53C2291 | Border, pebble embossed, cut out, 9 inches wide, per yard..... | 4c |
| No. 24C1002 | Cretonne Cloth to match Border No. 53C2291, about 36 inches wide, per yard..... | 25c |
| No. 53C3291 | Border, embossed, cut out, 11 inches wide, with 2 yards of 2¾-inch binder with each yard of border, per yard..... | 6c |
| No. 24C9761 | Cretonne Cloth to match Border No. 53C3291, about 31 inches wide, per yard..... | 16c |
| No. 53C3301 | Border (shown in colors on page 99), embossed, cut out, 9½ inches wide, with 1 yard of 1¾-inch binder with each yard of border, per yard..... | 5c |
| No. 53C299 | Ceiling, per double roll..... | 14c |

SUNBURST

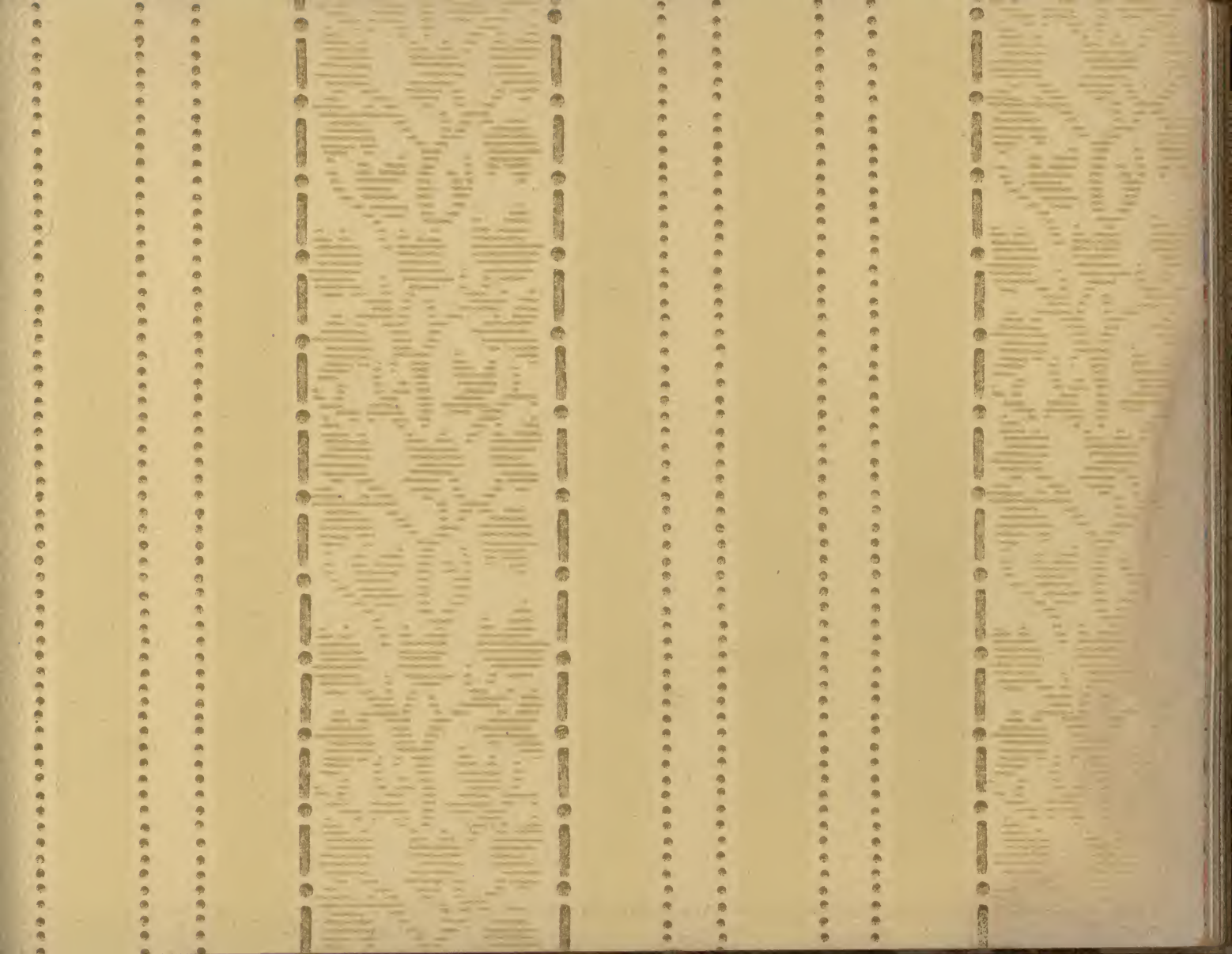
For Color Reproduction of This Pattern See Page 124.

THESE embossed applique borders are very popular because of their highly decorative qualities. The embossing brings out every detail of the design and gives an impression that is natural and real. Each leaf and petal stands out in such high relief and is so like the actual object that you feel as though you could almost pluck it. In no other manner is it possible to obtain this natural and distinctive appearance than by embossing.

Our embossed applique borders are of the highest quality. They are pressed, or embossed, in bold relief and are printed on very heavy stock to insure permanency of design. Ordinarily this character of decoration sells at from two to three times the prices we ask, and you will save money by sending us your order.

A very pretty pansy pattern applique border and binder have been designed to match this side wall paper.

- | | | |
|--------------|-------------------------------------------------------------------|-----|
| No. 53C291 | Side Wall, linen embossed, like this sample, per double roll..... | 16c |
| No. 53C5995 | Applique Border, 8 inches wide, per yard..... | 10c |
| No. 53C33595 | Applique Binder, 3 inches wide, per yard..... | 5c |
| No. 53C292 | Ceiling, per double roll..... | 14c |



THIS IS THE BACK of the sample of Side Wall No. 53C169. The FRONT of this sample shows actual color and design of the pattern described and priced at the left below

Per Double Roll **18c** 16 Full Yards
18 Inches Wide

NORINE

For Color Reproduction of This Pattern See Page 98.

THE Norine is one of that class of patterns used by high class decorators everywhere. Printed on heavy pebble embossed stock in a stripe effect pattern overprinted in mica, the stripes being formed by a narrow gilt dot design.

People who make a study of interior decorating claim that when they wish to produce a bright, cheery, sunshiny effect, they use certain shades of yellow similar to this pattern to decorate the walls.

Three beautiful cut-out borders are designed to match this side wall paper. All of these are reproduced in actual colors on pages 98 and 123.

- No. 53C169 Side Wall, like sample, pebble embossed, per double roll..... 18c
- No. 53C2169 Border, pebble embossed, cut-out pink roses with green leaves (same design as Border No. 53C2245 shown on page 42), 7½ inches wide, with a 1½-inch binder, per yard.... 4c
- No. 53C3169 Border (shown in colors on page 98), embossed, cut out, 11 inches wide, with 2 yards of 2¾-inch binder with each yard of border; per yard..... 6c
- No. 53C51003 Applique Border (shown in colors on page 123), 14 inches wide, per yard..... 12c
- No. 53C61003 Applique Border (shown in colors on page 123), 8 inches wide, per yard..... 10c
- No. 53C33503 Applique Binder (shown in colors on page 124), 3½ inches wide, per yard..... 5c
- No. 53C170 Ceiling, star embossed, per double roll..... 18c
Border No. 53C3321, shown in colors on page 108, will also match this side wall.

FAYETTE

For Color Reproduction of This Pattern See Page 91.

THIS Fayette combination shows the same design as the Norine but is printed on a white background instead of yellow. The design is printed in mica and gilt and shows a simple stripe effect, which is so desirable for bedroom decoration. Either of two beautiful floral cut-out borders may be furnished. Both borders are printed in delicate pinks with green foliage on a white background.

The ceiling shows an allover design printed in mica on a white ground.

- No. 53C293 Side Wall, pebble embossed. (No sample shown. For color see page 91.) Per double roll 18c
- No. 53C2293 Border, pebble embossed, cut-out pink floral (same design as Border No. 53C2245, shown on page 42), 7½ inches wide, with a 1½-inch binder, per yard.. 4c
- No. 53C3293 Border, embossed, cut out, 11 inches wide with 2 yards of 2¾-inch binder with each yard of border, per yard..... 6c
- No. 53C294 Ceiling, star embossed, per double roll.... 18c
Border No. 53C3319, shown in colors on page 108, will also match this side wall.





JALAPA

Per Double Roll **18c** 16 Full Yards
18 Inches Wide

For Color Reproduction of this Pattern, see Page 98.

A DECIDEDLY bright and summery appearance will be given to the room in which this wall paper is used. It is full of life and character. The stripe effect pattern of the side wall is made up of ribbons of mica with a tiny floral decoration printed in the center. The background shows a faint fern-like design and the entire combination is printed on a white ground and heavily embossed.

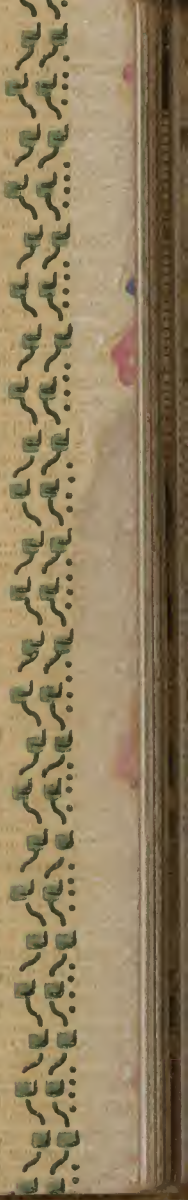
The border design of this Jalapa pattern is one of the most realistic and natural reproductions, showing a veritable garden of flowers. It may be furnished in three slightly different colorings, all of which harmonize with this side wall. An accurate color reproduction of these borders may be seen on page 98. They are printed in a manner which cleverly imitates a chintz pattern. They are cut out, 10½ inches wide, with two yards of 2½-inch binder furnished with each yard of border.

The ceilings of all our patterns are designed and colored to harmonize perfectly with the side wall and border.

Illustrated with Border No. 53C261 is a Cretonne Cloth, No. 24C6307, which carries all the various colors of the beautiful border design. It is easy to imagine the beauty of a room decorated with this wall paper and with this cretonne curtain and covering material to assist in creating a bright summery atmosphere.

- No. 53C261 Side Wall, embossed, per double roll.....18c
- No. 53C3261 Border, embossed, cut out, 10½ inches wide, with 2 yards of 2½-inch binder with each yard of border, per yard.. 8c
- No. 53C3295 Border, embossed, cut out, 10½ inches wide, with 2 yards of 2½-inch binder with each yard of border, per yard.. 8c
- No. 53C3299 Border, embossed, cut out, 10½ inches wide, with 2 yards of 2½-inch binder with each yard of border, per yard.. 8c
- No. 53C226 Ceiling, per double roll.....12c
- No. 24C6307 Cretonne Cloth to match Border No. 53C3261, about 36 inches wide, per yard.....22c

THIS IS THE BACK of the Jalapa sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.





ESTHER

Per Double
Roll

18c

16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 98.

OUR line is so large and embraces such an extensive variety, both as to color and design, that it offers a wonderful opportunity for the selection of papers to carry out almost any decorative scheme. This Esther pattern is very pretty. The general color effect of the background is quite unusual. This combines with the stripe effect shown on the reverse side of this sheet in making a pleasing stripe effect pattern.

The border is a floral cut out, about 10 inches wide, with which is furnished two binders which may be used above the baseboard and around the window frames and will assist in creating a very attractive room. The colors and design of the binders match the colors and design of the border.

The color illustration shown on page 98 will give you a good idea of how beautiful these colors are.

The ceiling design is printed in faint tan and shows a tiny mica dot overprint on a cream background, which harmonizes delightfully with the border and side wall, together completing a combination of exceptional merit.

No. 53C297 Side Wall, linen embossed, per double roll . . . 18c

No. 53C3297 Border, 10½ inches wide, embossed, cut out,
with 2 yards of 2½-inch binder with each
yard of border, per yard 8c

No. 53C292 Ceiling, per double roll 14c

No. 24C6309 Cretonne Cloth to match, about 36 inches
wide, per yard 45c

THIS IS THE BACK
of the Esther sample.
The **FRONT** of this
sample shows actual
color and design of the
pattern described and
priced at the right.



HOLYOKE

Per Double Roll **20c** 16 Full Yards
18 Inches Wide

For Color Reproductions of This Pattern See Pages 98 and 99

THIS Holyoke pattern with Border No. 53C2235 listed below, will make an attractive bedroom decoration and may also be used with Border No. 53C3235 for the decoration of some of the other rooms of the home. The side wall pattern is noticeably enhanced by the beautiful pebble embossing which is so popular among the better wall papers this season.

The borders designed to match the side wall are cut outs, beautifully overprinted and embossed. Border No. 53C2235 is 9 inches wide and represents a chintz cloth effect pattern. Matching this border in every particular is a cretonne cloth which may be used very effectively to assist in the decoration of a bedroom.

Border No. 53C3235, (see page 99), is a semi-conventional design and carries a 1 $\frac{3}{4}$ -inch binder which may be used above the baseboard very effectively. A beautiful cretonne cloth may be furnished to match this border. It is listed below.

The ceiling design is very simple and is printed in faint blue on a white background.

It is impossible to describe the beautiful results to be obtained in using papers of this character for the decoration of your rooms. We are so confident they possess unusual merits that we will return your money if you are not entirely satisfied with your purchase.

No. 53C235	Side Wall, pebble embossed, per double roll.....	20c
No. 53C2235	Border, pebble embossed, cut out, 9 inches wide, per yard.....	4c
No. 24C1006	Cretonne Cloth to match Border No. 53C2235, about 36 inches wide, (see page 98), per yard.....	25c
No. 53C3235	Border, pebble embossed, cut out, 9 $\frac{1}{2}$ inches wide, with 1 $\frac{3}{4}$ -inch binder attached, per yard.....	5c
No. 24C7311	Cretonne Cloth to match Border No. 53C3235, about 36 inches wide, (see page 99), per yard.....	21c
No. 53C236	Ceiling, pebble embossed, per double roll.....	20c

Border No. 53C3305, shown in colors on page 107, will also match this side wall paper.

THIS IS THE BACK
of the Holyoke sample.
The FRONT of this
sample shows actual
color and design of the
pattern described and
priced at the right.

Handwritten musical notation in black ink, consisting of rhythmic patterns and notes, with red ink used for some markings.



Handwritten musical notation in black ink, consisting of rhythmic patterns and notes, with red ink used for some markings.



Handwritten musical notation in black ink, consisting of rhythmic patterns and notes, with red ink used for some markings.



Handwritten musical notation in black ink, consisting of rhythmic patterns and notes, with red ink used for some markings.



THIS IS THE BACK of the sample of Side Wall No. 53C171. The FRONT of this sample shows actual color and design of the pattern described and priced below.

FLORADELLE

Per Double Roll **20c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern
See Page 99.
(Border No. 53C3171.)

THE side wall of this Floradelle combination is a dainty composition printed in delicate colors on a gray background that is a perfect match for the Floradelle cut-out border. The entire combination is printed on heavily pebble embossed stock exactly the same as this sample.

The ever popular rose has been combined with a new style of conventional cut-out border in making an exquisite border composition. It is printed in pastel shades of pink and green laid upon a supporting frame of warm gray, forming the most important feature of the Floradelle combination. This border is 9½ inches wide but is so designed that the upper portion, consisting of 1¼ inches, may be cut off, thus making a 7¼-inch border if a narrower border is required.

The ceiling is perfectly matched with the border and side wall and combines with them in making a combination of rare beauty.

- No. 53C171 Side Wall, pebble embossed, per double roll. **20c**
 No. 53C3171 Border, pebble embossed, cut out, 9½ inches wide, with 1 yard of 1¼-inch binder with each yard of border, per yard. **5c**
 No. 53C172 Ceiling, pebble embossed, per double roll. **20c**
 No. 24C7310 Cretonne to match, 36 inches wide, per yard. **21c**

For Color Reproduction of This Pattern
See Page 99.

(Border No. 53C2171.)

A DELIGHTFUL chintz effect border design is illustrated in actual colors on page 99. This border is designed especially to match Side Wall No. 53C171. It is a cut-out, about 9 inches wide, beautifully overprinted and pebble embossed. All of these wall papers are exceptionally decorative and are very artistic. The illustration on page 99 also shows Cretonne No. 24C1005, which matches this border and which will assist in creating a highly attractive room.

- No. 53C171 Side Wall, pebble embossed, per double roll **20c**
 No. 53C2171 Border, pebble embossed, cut out, 9 in. wide, per yard. **4c**
 No. 53C172 Ceiling, pebble embossed, per double roll **20c**
 No. 24C1005 Cretonne to match, 36 inches wide, per yd. **25c**

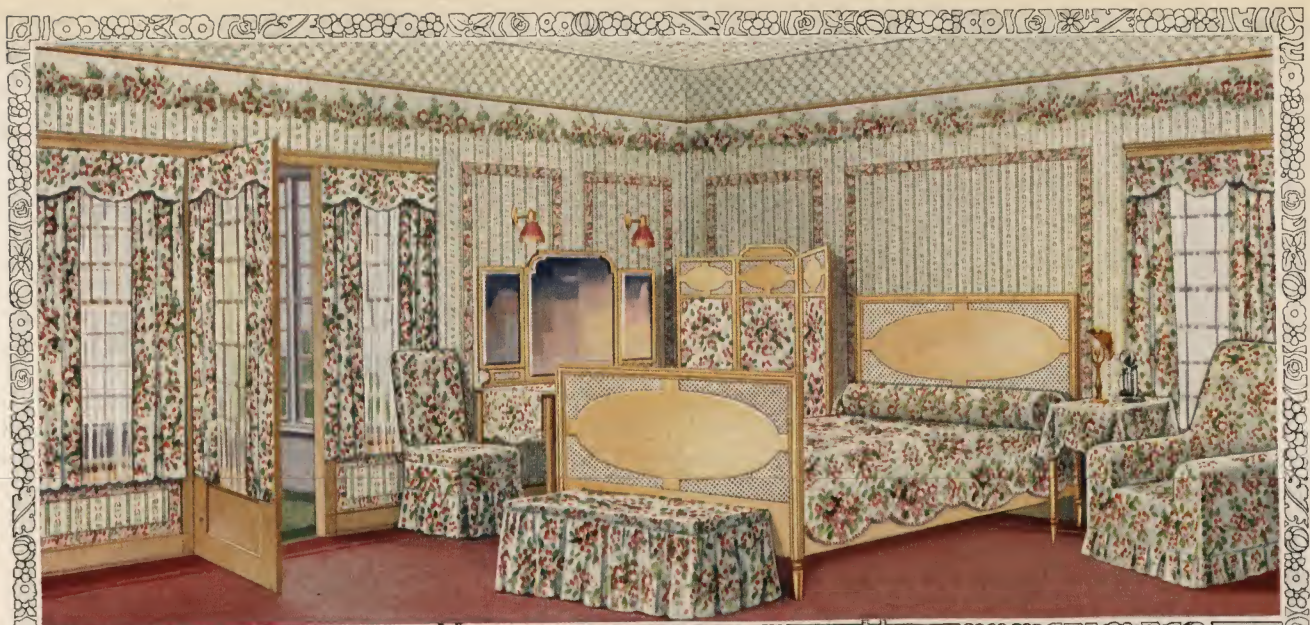
For Color Reproduction of Border
No. 53C3263 See Page 107.

ANOTHER very handsome border will match this side wall paper, an accurate color reproduction of which is shown on page 107. A beautiful pink wild rose has been used to advantage in making one of the most pleasing border decorations we have ever seen.

The same wild rose pattern has been used in the cretonne which is also illustrated in colors. Cretonne is fast becoming a very popular material for the decoration of the modern bedroom. The up to date housewife is employing it very cleverly for furniture coverings, sofa pillows, shirt waist boxes and window seats, as well as for curtains.

If you like Side Wall No. 53C171, but prefer this beautiful pink wild rose border, order the following:

- No. 53C171 Side Wall, pebble embossed, per double roll. **20c**
 No. 53C3263 Border, pebble embossed cut out, 9 inches wide, with 2 yards of 3-inch binder with each yard of border, per yard. **8c**
 No. 53C172 Ceiling, pebble embossed, per double roll. **20c**
 No. 24C7308 Cretonne to match, 36 inches wide, per yard. **21c**



(See page 104 for description of wall paper and cretonne used in this room.)

- 53C171** Side Wall, per double roll.....20c
53C263 Border, per yard.....8c
53C172 Ceiling, per double roll.....20c
24C7308 Cretonne Cloth, per yard.....21c

The above color illustration was prepared with the idea of showing how cretonne cloth may be used for the decoration of a bedroom. On the following page a few suggestions are offered which will probably be appreciated.

Throughout this book we are showing colored illustrations of various cretonnes which match our wall papers. These patterns are all priced exceptionally low, are good quality and will compare favorably with similar material sold elsewhere for at least 50 per cent more.

No. 24C1392 Cretonne Cloth, about 36 inches wide, per yard.....20c
 (Illustrated with Side Wall No. 53C259, page 107.)

No. 24C1006 Cretonne Cloth, about 36 inches wide, per yard.....25c
 (Illustrated with Side Wall No. 53C235, page 98.)



Cretonne—Its Many Uses

FEW materials fulfill all the present day requirements for dainty and artistic decorations as do cretonnes.

The most popular use is, of course, for window draperies, either as curtains or overdrapes in connection with lace and net curtains. A cretonne bag for soiled handkerchiefs and other linens is easily made up and, fastened to the wall or the closet door of a bedroom, is artistic as well as very convenient. If you have a chair or bureau that is a bit worn you can make it a delight to the eye by covering it with a pretty figured cretonne. A sofa pillow to match the chair covering is a cozy addition. A lamp shade made of cretonne can transform a dingy looking lamp into a thing of beauty.

We could go on and on, naming the various uses of this lovely yet inexpensive fabric. On the preceding page is a colored illustration of a bedroom which shows some of the ways in which our cretonnes may be employed. But whether you have only a pair of window draperies made from the cretonne, or you use it for the entire decorative scheme, it will add cheerfulness and refinement to the most humble room, and the cost will be little.

Wall Paper to Match

The patterns of the cretonne shown in this Wall Paper Sample Book are some of the choicest selections from this season's offerings. Matching each of these cretonnes in color and design is a beautiful wall paper pattern which when used in combination will make some of the most pleasing effects. The popularity of combining wall paper designs with cretonne cloth of the same pattern is evidenced by its universal use in the larger cities.

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LYLE

Per Double
Roll

20c

16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 99

IF YOU could see how beautiful these papers will make your home, you would want to redecorate every room in your house. In fact, our broad guarantee gives you every opportunity of finding out just what papers best suit your requirements. Order whichever papers you like and after you have received them, pin up a few strips of the side wall and border to get the general effect. Then if they do not harmonize perfectly with your furniture and hangings return the paper at our expense and we will return your money together with all transportation charges.

This beautiful pattern which we have named the Lyle is up to date in every particular. The side wall is an unusually decorative stripe effect design, harmonizing delightfully with the beautiful combination set and floral border, and together with the ceiling making one of the most attractive combinations in our line. The whole idea is one of simplicity and refinement and should appeal to those who appreciate the very best in wall paper decoration.

The side wall, border and ceiling are all pebble embossed. The border is a cut-out, 9½ inches wide and carries a 1¾-inch binder to be used above the baseboard.

The ceiling design is quite simple, being printed in faintest pink and green on a cream ground.

No. 53C301 Side Wall, pebble embossed, per double roll . . . 20c

No. 53C3301 Border, pebble embossed, cut out, 9½ inches wide, with 1 yard of 1¾-inch binder with each yard of border, per yard 5c

No. 53C302 Ceiling, pebble embossed, per double roll 20c

Border No. 53C2173 will also match this paper and is shown in colors on page 90.

THIS IS THE BACK
of the Lyle sample. The
FRONT of this sample
shows actual color and
design of the pattern
described and priced at
the right.





ILLIANTHA

Per Double Roll **20c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 99.

THE side wall of this Illiantha pattern is a dainty floral stripe effect with a shadow print background printed on heavy new process embossed stock, representing expensive linen.

The border is cut out, about 11 inches wide with 2 yards of 2½-inch binder furnished with each yard of border. An exceptionally attractive treatment can be obtained by the use of this paper combined with the cretonne which is illustrated in colors with it on page 99.

The ceiling design is printed in mica on a white background.

Our present line of wall paper includes some of the prettiest bedroom decorations ever put on the market. They are not only exceptional wall papers from a decorative standpoint but their extremely low price makes them highly desirable.

- No. 53C257 Side Wall, fabric embossed, per double roll...20c
- No. 53C3257 Border, embossed, cut out, 11 inches wide,
with 2 yards of 2½-inch binder with each
yard of border, per yard..... 8c
- No. 53C226 Ceiling, per double roll.....12c
- No. 24C1393 Cretonne to match, 36 inches wide, per yard...20c

Any of the following Moldings may be used with this paper: No. 53C1055, No. 53C1088, No. 53C1151 or No. 53C1152.

See front pages of this book for prices and descriptions.

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

THIS IS THE BACK
of the Illiantha sample.
The **FRONT** of sample
shows actual color and
design of the pattern
described and priced at
the right.



Talantha.
 (See page 109 for sample of the side wall and description.)

No. 53C259 Side Wall, per double roll...20c
 No. 53C3259 Border, per yard..... 8c
 No. 53C226 Ceiling, per double roll...12c
 No. 24C1392 Cretonne, about 36 in. wide, per yd. 20c

Chaumont.
 (See page 110 for sample of the side wall and description.)

No. 53C263 Side Wall, per double roll. 20c
 No. 53C3263 Border, per yard..... 8c
 No. 53C3303 Border, per yard..... 8c
 No. 53C3305 Border, per yard..... 8c
 No. 53C3307 Border, per yard..... 5c
 No. 53C226 Ceiling, per double roll.....12c
 No. 24C7308 Cretonne, about 36 inches wide, per yard..... 21c

Marengo.
 (See page 111 for sample of the side wall and description.)

No. 53C223 Side Wall, per double roll. 20c
 No. 53C3223 Border, per yard..... 8c
 No. 53C980 Ceiling, per double roll.....15c





53C3227

53C223



53C3323

53C223



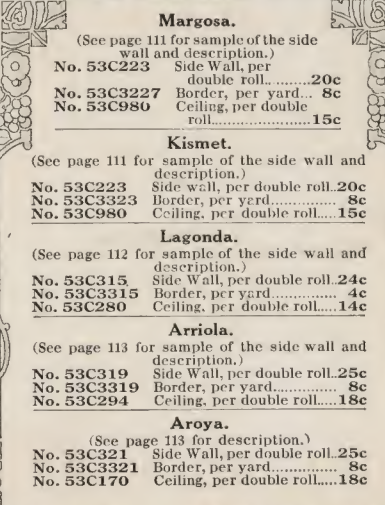
53C3315

53C315



53C3319

53C319



53C3321

53C321

Margosa.

(See page 111 for sample of the side wall and description.)

- No. 53C223 Side Wall, per double roll.....20c
 No. 53C3227 Border, per yard... 8c
 No. 53C980 Ceiling, per double roll.....15c

Kismet.

(See page 111 for sample of the side wall and description.)

- No. 53C223 Side wall, per double roll..20c
 No. 53C3323 Border, per yard..... 8c
 No. 53C980 Ceiling, per double roll.....15c

Lagonda.

(See page 112 for sample of the side wall and description.)

- No. 53C315 Side Wall, per double roll..24c
 No. 53C3315 Border, per yard..... 4c
 No. 53C280 Ceiling, per double roll....14c

Arriola.

(See page 113 for sample of the side wall and description.)

- No. 53C319 Side Wall, per double roll..25c
 No. 53C3319 Border, per yard..... 8c
 No. 53C294 Ceiling, per double roll....18c

Aroya.

(See page 113 for description.)

- No. 53C321 Side Wall, per double roll..25c
 No. 53C3321 Border, per yard..... 8c
 No. 53C170 Ceiling, per double roll....18c





TALANTHA

Per Double Roll **20c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 107.

ONE of the prettiest yellow patterns we have ever shown is sampled herewith. There is just enough color to make a very attractive room. The side wall paper is embossed in linen effect by a special double process, giving the paper a fabric appearance.

The border is a cut-out floral, about 11 inches wide, with 2 yards of 2½-inch binder with each yard of border. This border, binder and side wall are shown in colors on page 107. The ceiling design shows mica dots on a white ground.

We are also showing an illustration of a beautiful cretonne cloth which is especially selected for use with this paper. This cretonne is furnished 36 inches wide and will compare favorably with similar material sold by others at twice the price.

The present demand in bedroom decorations is for combinations such as these, and if you have a room where you believe a yellow paper will look to advantage there is no paper which we could recommend that would better suit your purpose. These beautiful wall papers are sold at prices far below what you have to pay elsewhere because we manufacture our own paper and sell to you direct.

THIS IS THE BACK
of the Talantha sample.
The **FRONT** of this
sample shows actual
color and design of the
pattern described and
priced at the right.

- No. 53C259 Side Wall, fabric embossed, per double roll...20c
- No. 53C3259 Border, embossed, cut out, 11 inches wide,
with 2 yards of 2½-inch binder with each
yard of border, per yard..... 8c
- No. 53C226 Ceiling, per double roll.....12c
- No. 24C1392 Cretonne to match, 36 inches wide, per yard...20c



CHAUMONT

Per Double
Roll

20c

16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 107

FOUR beautiful borders are designed to match this side wall paper. You may therefore make a selection according to the border which you most admire. Please refer to the color illustrations on page 107, where you will see these attractive borders, each of which will harmonize with this dainty side wall paper, and will make a most exceptional bedroom decoration.

Border No. 53C3263 is a beautiful cut-out, about 9 inches wide, with 2 yards of 3-inch binder furnished with each yard of border. This border shows delicate pink flowers arranged on a beautiful gray trellis work in a most graceful reproduction of nature's own beauty.

The color reproduction on page 107 also shows a beautiful cretonne cloth which is designed to match Border No. 53C3263.

Border No. 53C3303 is a cut-out, about 9 inches wide, with graceful flowers in old rose coloring which harmonizes delightfully with the autumn brown of the foliage.

Border No. 53C3305 is also a cut-out, 9 inches wide, and shows faint blue flowers in the same attractive design with gray leaves.

All of the above borders carry two bands of 3-inch binder which are printed in the same colors and harmonize in design with the border. Both borders and binders are embossed in a grass cloth effect.

Border No. 53C3307 is a charming combination floral and set design pattern printed in faintest tones of gray on a white background with pink flowers. A 1¾-inch binder is furnished with this border and both border and binder are pebble embossed.

The ceiling design of this paper is printed in mica on a white background.

No. 53C263	Side Wall, linen fabric embossed like sample, per double roll.....	20c
No. 53C3263	Border, embossed, cut out, 9 inches wide, with 2 yards of 3-inch binder with each yard of border, per yard.....	8c
No. 24C7308	Cretonne to match Border No. 53C3263, about 36 inches wide, per yard.....	21c
No. 53C3303	Border, embossed, cut out, 9 inches wide, with 2 yards of 3-inch binder with each yard of border, per yard.....	8c
No. 53C3305	Border, embossed, cut out, 9 inches wide, with 2 yards of 3-inch binder with each yard of border, per yard.....	8c
No. 53C3307	Border, pebble embossed, cut out, 9½ inches wide, with 1 yard of 1¾-inch binder with each yard of border, per yard.....	5c
No. 53C226	Ceiling, per double roll.....	12c

Applique Border No. 53C5891 and Applique Binder No. 53C33591, shown in colors on page 124, will also match this paper.



THIS IS THE BACK of Side Wall No. 53C223. The FRONT of this sample shows actual color and design of the pattern described and priced below

Per Double Roll **20c** *16 Full Yards*
18 Inches Wide

NOTE—This side wall paper is furnished with three borders of different designs. We refer you below to the pages where these borders may be seen in actual colors. Remember that the side wall

pattern is the same in design and coloring as this sample and it harmonizes perfectly with any of the three borders described below.

The Border Described Below Is Shown in Colors on Page 107.
(Border No. 53C3223)

Marengo

THIS border has exceptional merit. It is a cut-out, about 11½ inches wide, with 2 yards of 2½-inch binder furnished with every yard of border. The illustration on page 107 gives some idea of the general character of this beautiful border but it cannot show the beauty of the lustrous bronzes in which it is printed. The greens are all lustrous green bronze, while the reds and yellows are all colored gilt.

An actual sample of the ceiling which matches this pattern is shown on page 128 of this book.

No. 53C223 Side Wall, burlap embossed, per double roll.....20c

No. 53C3223 Border, burlap embossed, cut out, 11½ inches wide, with 2 yards of 2½-inch binder with each yard of border, per yard.....8c

No. 53C980 Ceiling, pebble embossed, per double roll.....15c

The Border Described Below Is Shown in Colors on Page 108.
(Border No. 53C3227)

Margosa

THIS border is designed to harmonize perfectly with the side wall paper. The binder shown at the bottom of the illustration on page 108 is furnished in double quantity with the border, thus 2 yards of binder are furnished with each yard of border. Both the border and binder are embossed to represent burlap and show a tiny gilt dot overprint which matches the side wall in every respect.

No. 53C223 Side Wall, burlap embossed, per double roll.....20c

No. 53C3227 Border, burlap embossed, cut out, 11½ inches wide, with 2 yards of 2½-inch binder with each yard of border, per yard.....8c

No. 53C980 Ceiling, pebble embossed, per double roll.....15c

The Border Described Below Is Shown in Colors on Page 108.
(Border No. 53C3323)

Kismet

BORDER No. 53C3323 is a beautiful fruit pattern designed especially to match this popular side wall paper and is shown in actual colors on page 108 of this book. This cut-out border is 13 inches wide and carries a 3-inch binder, which is also illustrated. The design of both border and binder is outlined in varnished gilt. It is pebble embossed.

No. 53C223 Side Wall, burlap embossed, per double roll.....20c

No. 53C3323 Border, pebble embossed, cut out, 13 inches wide, with 1 yard of 3-inch binder with each yard of border, per yard.....8c

No. 53C980 Ceiling, pebble embossed, per double roll.....15c

Applique border, No. 53C51015, and applique binder, No. 53C33515, will also match this paper. Shown in colors on page 124.



THIS IS THE BACK of the Lagonda sample. The FRONT of this sample shows actual color and design of the pattern described and priced below at the left.

LAGONDA

Per Double Roll **24c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 103

PATTERNS such as the Lagonda, are used exclusively in the home. It can make an attractive picture lining room or library walls, and, of course, may be used for the decoration of hotels, libraries, etc. The design is a nonconformist one and is used tastefully in the strip paper pattern to produce a charming effect. In order the background of the pattern and you will notice the delicate fern arrangement which is very attractive.

Either of two borders may be furnished with this paper, both of which are printed on dark brown or green pulp stock, the same as the side wall. The design of the border is practically the same as the side wall and combines with the side wall and coloring to make a very attractive room. The 22-inch border is so designed that it may be cut out as shown in the illustration on page 103. The paper of the border shown at the bottom of the illustration are furnished with each yard of border.

No. 53C315 Side Wall, like this sample, per double roll 24c
No. 53C313 Border, 9 inches wide, per yard 2c
No. 53C316 Border, 19 inches wide, with 2 yards of 2-inch binder with each yard of border, per yard 4c
No. 53C300 Ceiling, per double roll 34c

GLADONDA

Per Double Roll **24c** 16 Full Yards
18 Inches Wide

For Shade of Background See Reverse Side of Page 40.

THE pattern shown on the reverse side of this sample may be furnished printed in three different colors of background paper. The Gladonda shows this original pattern printed on a top-of-the-line stock. The colors used in the conventional design and in the border harmonize nicely with the coloring of the side wall. In this light tan paper the shadowy fern background pattern is more distinct than in the other papers.

In listing this design in three colors we are giving you an opportunity should you like the design of obtaining whatever background coloring most suits your requirements. So should you have a very dark room which needs a light treatment, this can be done by the borders in the same as the other papers, the borders being printed on a green pulp stock, while the ceilings of all three patterns are printed on a green pulp paper stock.

No. 53C313 Side Wall, no sample shown, per double roll 24c
No. 53C2312 Border, 9 inches wide, per yard 2c
No. 53C3312 Border, 19 inches wide, with 2 yards of 2-inch binder with each yard of border, per yard 4c
No. 53C360 Ceiling, per double roll 34c

KOWANDA

Per Double Roll **24c** 16 Full Yards
18 Inches Wide

For Shade of Background See Reverse Side of Page 49.

THIS paper shows the same design and the design is printed in the same colors as the Lagonda, printed herewith, the coloring of the stock or background of these patterns only being different. The Kowanda pattern is printed on what is known as a London smoke or natural pulp stock. The London smoke may be described as a dark green and is a very popular coloring for wall cover this season.

Either of two borders can be furnished with this Kowanda pattern. The design of each may be seen by referring to the color reproduction of the Lagonda on page 103. The ceiling shows a very faint pattern which harmonizes with the side wall and shows a cloth of gold overprint.

No. 53C317 Side Wall, no sample shown, per double roll 24c
No. 53C2317 Border, 9 inches wide, per yard 2c
No. 53C3317 Border, 19 inches wide, with 2 yards of 2-inch binder with each yard of border, per yard 4c
No. 53C318 Ceiling, per double roll 34c



THIS IS THE BACK of the Arriola sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the left below.

ARRIOLA

Per Double Roll **25c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 108.

WE KNOW that you want your home to be just as attractive as possible and we are anxious to help you to attain this ideal by offering a superior line of papers that will harmonize perfectly with your other decorations and furnishings.

This Arriola pattern is one of those papers that is especially useful in decorating rooms where there is insufficient light. The pattern is a beautiful cloth effect all over floral design with a mica background showing a lustrous gilt dot overprint. The design is enhanced by the star embossing.

The border is a cut-out floral, about 12 inches wide, and a 3-inch floral binder is furnished in equal quantity. Both the border and binder are embossed.

The ceiling is white with an allover pattern printed in mica.

- No. 53C319 Side Wall, star embossed, like this sample, per double roll.....25c
- No. 53C3319 Border, pebble embossed, cut out, 12 inches wide, with 1 yard of 3-inch binder with each yard of border, per yard..... 8c
- No. 53C294 Ceiling, star embossed, per double roll18c

Border No. 53C3293, shown in colors on page 91, will also match this paper.

AROYA

Per Double Roll **25c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 108.

THE design of the Aroya pattern is the same as the design of the Arriola, but in order to give our customers the choice of colors in many of these high grade patterns we are listing them in more than one color. This paper is printed on a cream background with the same mica sheen and the same gilt dot overprint. The coloring of the border is designed to match the coloring of the side wall and they combine in making a very pretty faint cream paper.

The ceiling design is printed in mica on a cream colored ground.

Either of these papers will make a very attractive room.

No sample of this Aroya pattern is shown, but the border and side wall are illustrated in colors on page 108.

- No. 53C321 Side Wall, star embossed, per double roll.....25c
(No sample shown. For color of background see sample of paper No. 53C169 on page 100.)
- No. 53C3321 Border, pebble embossed, cut out, 12 inches wide, with 1 yard of 3-inch binder with each yard of border, per yard..... 8c
- No. 53C170 Ceiling, star embossed, per double roll18c

Border No. 53C3169, shown in colors on page 98, will also match this paper.



53C3325

53C325



53C3327

53C325



53C233

53C233



53C3237

53C237



53C3329

53C329

Granada.

(See page 116 for sample of the side wall and description.)

- No. 53C325 Side Wall, per double roll.....30c
- No. 53C3325 Border, per yard..... 6c
- No. 53C3327 Border, per yard..... 8c
- No. 53C980 Ceiling, per double roll.....15c

Cuyler.

(See page 117 for sample of the side wall and description.)

- No. 53C233 Side Wall, per double roll.26c
- No. 53C3233 Border, per yard..... 8c
- No. 53C234 Ceiling, per double roll.....20c

Alvada.

(See page 118 for sample of the side wall and description.)

- No. 53C237 Side Wall, per double roll.26c
- No. 53C3237 Border, per yard..... 8c
- No. 53C238 Ceiling, per double roll.....20c

Sanborn.

(See page 119 for sample of the side wall and description.)

- No. 53C329 Side Wall, per double roll.30c
- No. 53C3299 Border, per yard..... 6c
- No. 53C170 Ceiling, per double roll.....18c



53C3337

53C337



53C33139

53C339



53C33143

53C343



53C33075

53C175



53C33141

53C341

Esmeralda.

(See page 120 for sample of the side wall and description.)

- No. 53C337 Side Wall, per double roll.....24c
- No. 53C3337 Border, per yard..... 3c
- No. 53C338 Ceiling, per double roll14c

Guyard.

(See page 121 for sample of the side wall and description.)

- No. 53C339 Side Wall, per double roll.38c
- No. 53C33139 Binder, per yard 2c
- No. 53C980 Ceiling, per double roll. 15c

Brown Autumn.

(See page 122 for sample of the side wall and description.)

- No. 53C175 Side Wall, per double roll. 25c
- No. 53C33075 Binder, per yard 1c
- No. 53C980 Ceiling, per double roll. 15c

Verdure Tapestry.

(See page 122 for description.)

- No. 53C343 Side Wall, per double roll.25c
- No. 53C33143 Binder, per yard 1c
- No. 53C238 Ceiling, per double roll. 20c

Juneau.

(See page 122 for description.)

- No. 53C341 Side Wall, per double roll.25c
- No. 53C33141 Binder, per yard 1c
- No. 53C976 Ceiling, per double roll. 15c





GRANADA

Per Double Roll **30c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 114.

OUR present line of wall paper includes some of the most attractive parlor and living room papers that can be found on the market, and since more attention is given to the decoration of the living room than to the other rooms of the home, a better paper is generally used. For this reason our line should be of especial interest to you, because not only have we exceptionally attractive papers but our prices are by far the lowest for this grade of goods.

Think of obtaining a pattern such as the Granada for only 30 cents a double roll, a paper that has more decorative value than most any other article you could purchase for the same money! You will notice that the side wall pattern is pebble embossed. This fashionable embossed or pressed effect is quite popular at present. It is also used in border No. 53C3325 and in the ceiling.

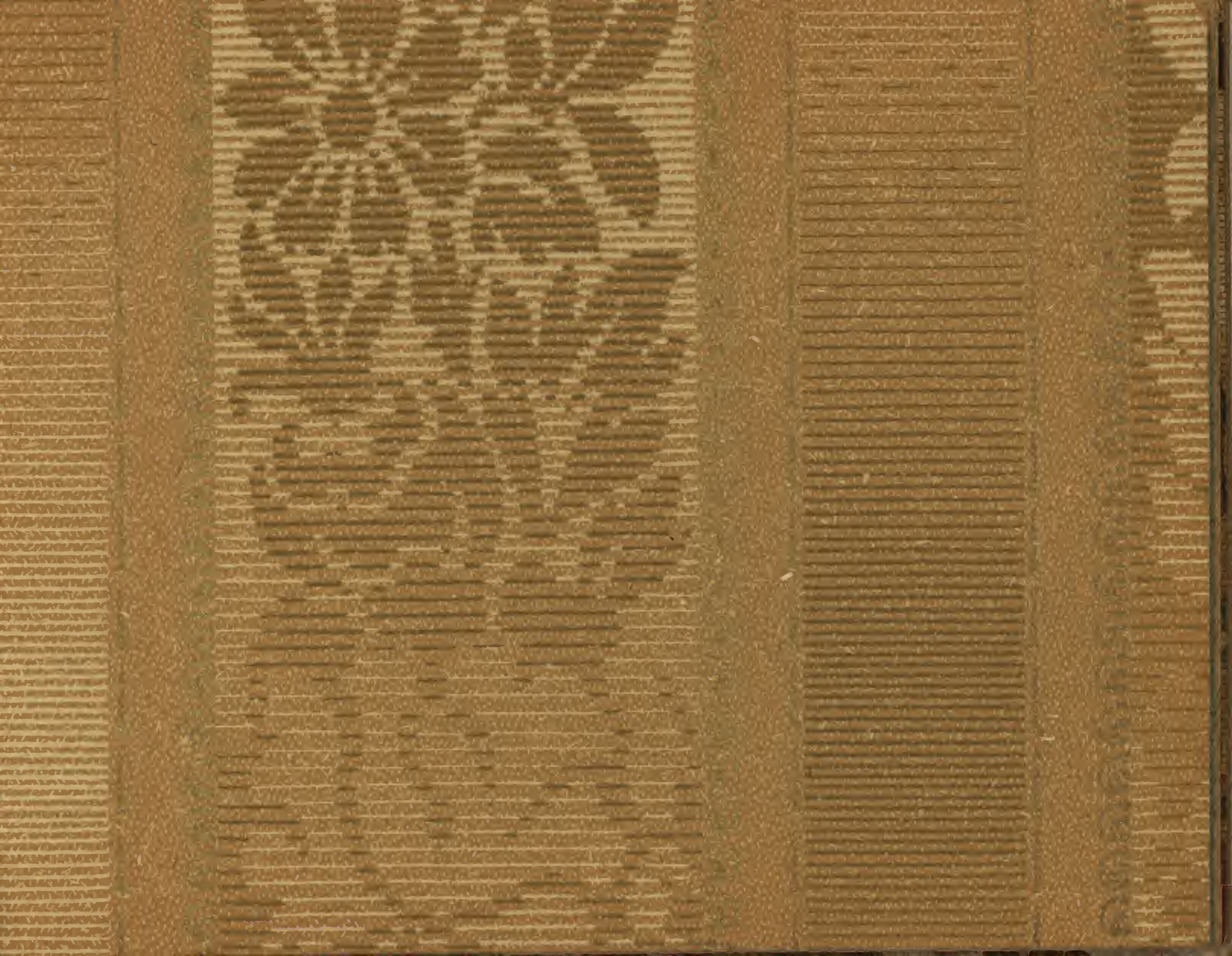
Border No. 53C3327, illustrated in colors on page 114, is embossed in a clever imitation of expensive grass cloth.

- No. 53C325 Side Wall, pebble embossed, per double roll... 30c
- No. 53C3325 Border, cut out, pebble embossed, 11 inches wide, with 2 yards of 3-inch binder with each yard of border, per yard..... 6c
- No. 53C3327 Border, cut out, embossed, 15 inches wide, with 1 yard of 2¾-inch binder with each yard of border, per yard..... 8c
- No. 53C980 Ceiling, see sample on page 128, per double roll. 15c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1089, No. 53C1094, No. 53C1153 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK
of the Granada sample.
The **FRONT** of this
sample shows actual
color and design of the
pattern described and
priced at the right.





CUYLER

Per Double Roll **26c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 114.

SOME wonderful decorative effects can be obtained by the use of these overprint oatmeal papers. This Cuyler pattern is a clever imitation of a brocaded fabric printed on an excellent grade of light brown oatmeal pulp stock. These oatmeal pulp stocks, because of their soft, velvety surface, add considerably to any design and enhance its beauty.

The border is a beautiful rose cut-out, 12 inches wide, and the 3-inch binder shown at the bottom of the color illustration on page 114 is furnished in equal quantity with the border. A varnished gilt line is printed by means of a double process around the roses and foliage on both the border and binder.

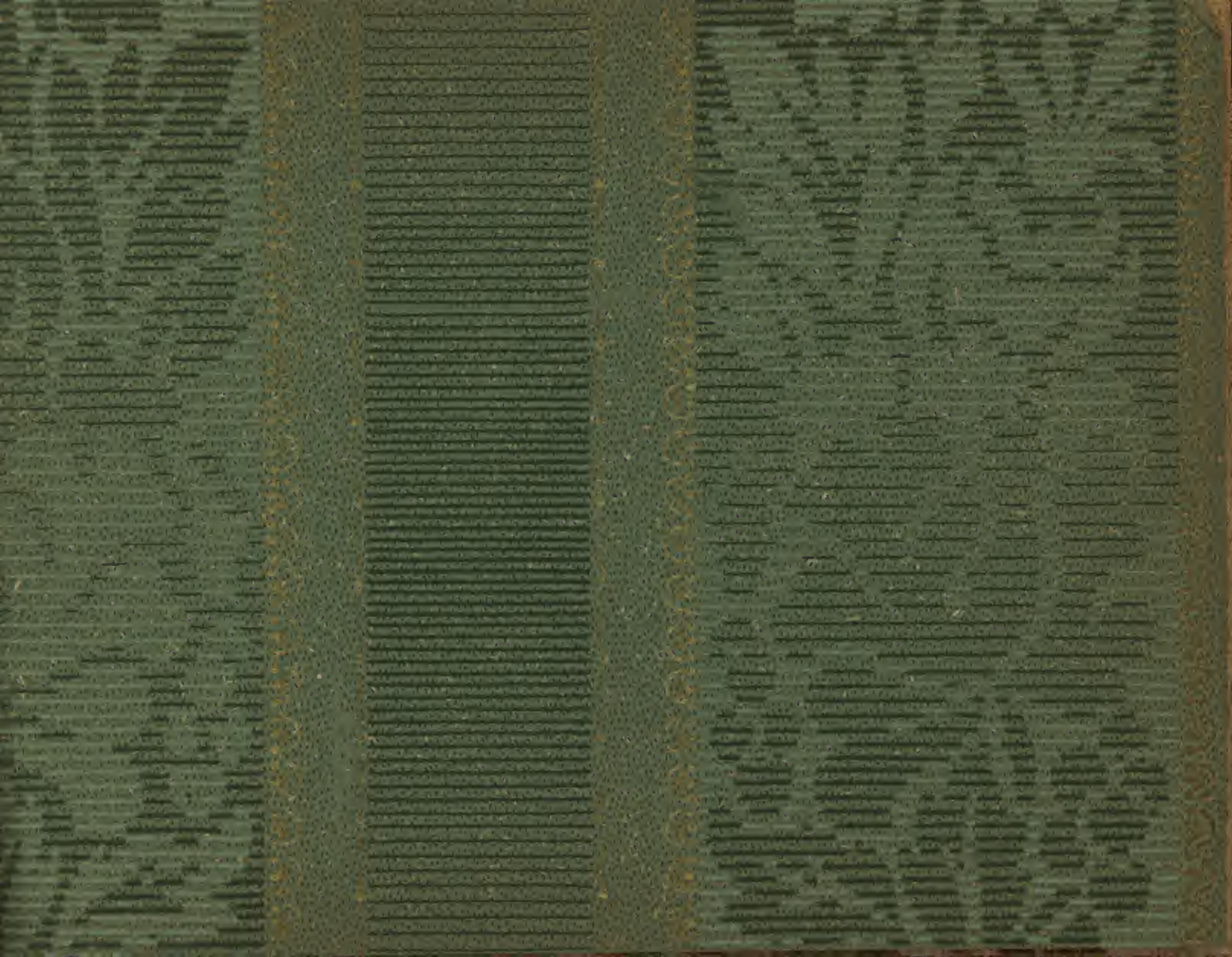
The ceiling design is printed in faint tan on a very light tan background and combines with the side wall and border in making one of the prettiest tan papers of our present line.

- No. 53C233 Side Wall, per double roll.....26c
- No. 53C3233 Border, pebble embossed, cut out, 12 inches wide, with 1 yard of 3-inch binder with each yard of border, per yard..... 8c
- No. 53C234 Ceiling, star embossed, per double roll.....20c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1089, No. 53C1094, No. 53C1077 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK of the Cuyler sample. The FRONT of this sample shows actual color and design of the pattern described and priced at the right.





ALVADA

Per Double Roll **26c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 114.

WE NUMBER this Alvada among the most decorative papers of our line. In designing it we thought only of the room in which it was to be used and not of the appearance of the small sample. We therefore ask that you do not judge this paper by its appearance in the small piece. Should you have your mind set on a green paper, we suggest that you order enough of this Alvada pattern to paper your room. If after you receive it and pin up a few strips for trial you are not entirely satisfied, we expect you to return the paper at our expense. It is one of the finest oatmeal papers to be found anywhere. Add to this the beauty of the brocaded effect stripes with their gilt edging, and you have an exceptionally attractive design.

The beautiful rose border shown in actual colors on page 114 is designed to harmonize perfectly with this side wall. It is a double process cut-out, about 12 inches wide and with it a narrow rose binder about 3 inches wide is furnished. The binder may be used above the baseboard, making an exceptionally attractive room. Both the border and binder are pebble embossed and the flowers and foliage are all outlined in expensive varnished gilt.

The ceiling design is star embossed and is printed in subdued green on a very light green background with a gilt dot overprint.

No. 53C237 Side Wall, per double roll.....26c

No. 53C3237 Border, pebble embossed, cut out, 12 inches wide, with 1 yard of 3-inch binder with each yard of border, per yard..... 8c

No. 53C238 Ceiling, star embossed, per double roll..... 20c

See page 13 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1035, No. 53C1068, No. 53C1151 or No. 53C1154. See front pages of this book for prices and descriptions.

THIS IS THE BACK
of the Alvada sample.
The FRONT of this
sample shows a c t u a l
color and design of the
pattern described and
priced at the right.





SANBORN

Per Double
Roll

30c

16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 114.

THIS special blend pattern is printed on an oatmeal duplex stock, the all-over pattern being delicately handled in a manner which harmonizes delightfully with the blended tones of the background. This design might be called a shadow print from the different effects which are produced under different lighting conditions. Looking at this sample from one direction the pattern loses itself in the background, while from another angle the pattern gives one the impression of a brocaded fabric. You will notice the gilt spatter overprint which gives the entire paper just enough sparkle to make it rich and yet refined.

The beautiful floral cut-out border is reproduced in colors on page 114 in order to give you some idea of its character. No color reproduction of this border can do it justice because its attractiveness is due to a great extent to its beautiful detail, it being embossed by a special process to imitate expensive grass cloth. While many borders are printed in flat colors, most of the colors used in this border are lustrous brilliants, it being printed in gilt and colored bronzes. These, combined with the grass cloth effect overprinting, make one of the most attractive borders we have ever seen.

The ceiling design is very delicate, being printed in mica on a cream ground, which harmonizes nicely with the coloring of the border and side wall.

No. 53C329 Side Wall, per double roll.....30c

No. 53C3329 Border, cut out, 11 in. wide, with 2 yards of 3-in.
binder with each yard of border, per yard... 6c

No. 53C170 Ceiling, per double roll.....18c

THIS IS THE BACK
of the Sanborn sample.
The FRONT of this
sample shows a c t u a l
color and design of the
pattern described and
priced at the right.

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1035, No. 53C1076, No. 53C1004 or No. 53C1054. See front pages of this book for prices and descriptions.



SANBORN

Per Double
Roll

30c

16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 114.



THIS special blend pattern is printed on an oatmeal duplex stock, the allover pattern being delicately handled in a manner which harmonizes delightfully with the blended tones of the background. This design might be called a shadow print from the different effects which are produced under different lighting conditions. Looking at this sample from one direction the pattern loses itself in the background, while from another angle the pattern gives one the impression of a brocaded fabric. You will notice the gilt spatter overprint which gives the entire paper just enough sparkle to make it rich and yet refined.

The beautiful floral cut-out border is reproduced in colors on page 114 in order to give you some idea of its character. No color reproduction of this border can do it justice because its attractiveness is due to a great extent to its beautiful detail, it being embossed by a special process to imitate expensive grass cloth. While many borders are printed in flat colors, most of the colors used in this border are lustrous brilliants, it being printed in gilt and colored bronzes. These, combined with the grass cloth effect overprinting, make one of the most attractive borders we have ever seen.

The ceiling design is very delicate, being printed in mica on a cream ground, which harmonizes nicely with the coloring of the border and side wall.

- No. 53C329 Side Wall, per double roll.....30c
- No. 53C329 Border, cut out, 11 in. wide, with 2 yards of 3-in.
binder with each yard of border, per yard... 6c
- No. 53C170 Ceiling, per double roll.....18c

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1035, No. 53C1076, No. 53C1094 or No. 53C1054. See front pages of this book for prices and descriptions.

THIS IS THE BACK
of the Sanborn sample.
The FRONT of this
sample shows a **ctual**
color and design of the
pattern described and
priced at the right.



THIS IS THE BACK of the sample of Side Wall No. 53C175. **The FRONT** of this sample shows the actual color and design of the pattern described and priced at the left below

Per Double Roll **25c** *16 Full Yards*
18 Inches Wide

DECORATIVE wall paper combinations of rare beauty are shown in these foliage patterns. They will make charming decorations for the hall, living room or dining room, while the gray, listed at the right below, may be used in bedrooms as

well. This delightfully pleasing foliage pattern is reproduced in three colorings: Brown, green or gray.

The decorative binders are 5 inches wide and may be used as a top border or panel decoration. Regular borders should not be used with papers of this character.

BROWN AUTUMN

For Color Reproduction of This Pattern See Page 115.

THE handling of the beautiful shadings in this brown Autumn foliage pattern has produced a color combination with a warm, rich glow which is greatly enhanced by the "Cloth of Gold" overprint. It is reproduced in a shade of golden brown with touches of green in a manner seldom found in so low priced a paper.

The ceiling paper is printed in cream tones with a gilt overprint, while the entire combination of side wall, binder and ceiling is printed on heavy stock and embossed, thus producing a delightfully soft and natural effect.

No. 53C175 Side Wall, like this sample, burlap embossed, per double roll..... 25c

No. 53C33075 Binder, burlap embossed, 5 inches wide, per yard..... 1c

No. 53C980 Ceiling, pebble embossed, per double roll..... 15c

VERDURE TAPESTRY

For Color Reproduction of This Pattern See Page 115.

ANOTHER coloring of this foliage pattern represents beautiful verdure tapestry and is printed in the most pleasing greens, which must be seen to be appreciated. Even the color reproduction of this pattern on page 115 can give you but little idea of how beautiful it will appear on the walls of your room. We feel certain that there is nothing like it on the market that you can get for anywhere near so little money, and we suggest that should you desire an all-over pattern of this character you order a sufficient quantity to decorate whatever room you have in mind.

No Sample Shown.

No. 53C343 Side Wall, burlap embossed, per double roll..... 25c

No. 53C33143 Binder, burlap embossed, 5 inches wide, per yard..... 1c

No. 53C238 Ceiling, star embossed, per double roll..... 20c

JUNEAU

For Color Reproduction of This Pattern See Page 115.

SOME of the most elaborate apartments in the larger cities are now being decorated with papers which closely resemble this Juneau pattern. The retail price is in most cases several times the price we ask.

This paper may be used with or without a binder. Where no binder is used white or ivory woodwork with mahogany colored doors, while not absolutely necessary, will assist in making a most attractive room.

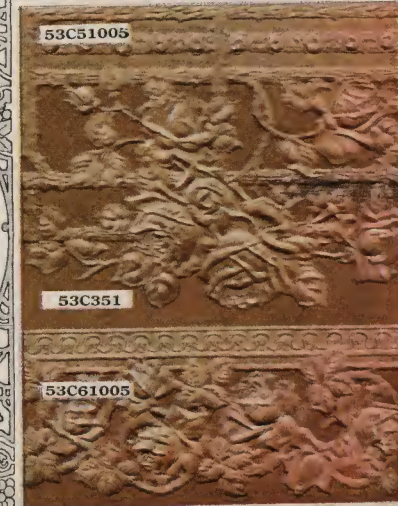
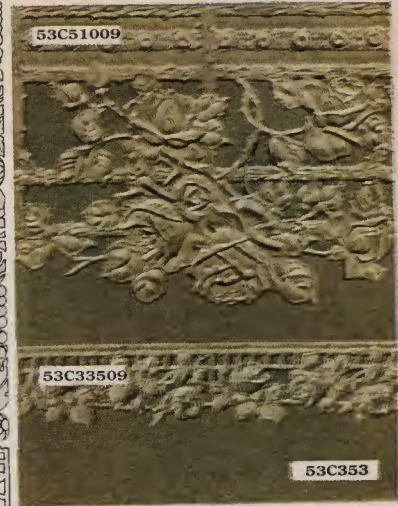
We feel certain that you will be highly pleased with this pattern. It is one over which we are highly enthusiastic. We know it will make a beautifully decorated room.

No Sample Shown.

No. 53C341 Side Wall, burlap embossed, per double roll..... 25c

No. 53C33141 Binder, burlap embossed, 5 inches wide, per yard..... 1c

No. 53C976 Ceiling, pebble embossed, per double roll..... 15c



No. 53C351 Side Wall, per double roll...20c

The following borders are listed on page 126:
 No. 53C5999 No. 53C51005
 No. 53C51007 No. 53C61005

- No. 53C169 Side Wall, (See page 100) per double roll.....18c
- No. 53C51003 Applique Border, 14 in. wide, per yard.....12c
- No. 53C33503 Applique Binder, 3½ in. wide, per yard.....5c
- No. 53C61003 Applique Border, 8 in. wide, per yard.....10c
- No. 53C170 Ceiling, per double roll.....18c
- No. 53C353 Side Wall, per double roll.....20c
- No. 53C51009 Applique Border, 14 in. wide, per yard.....10c
- No. 53C33509 Applique Binder, 3½ in. wide, per yard.....4c
- No. 53C51013 Applique Border, 14 in. wide, per yard.....10c
- No. 53C33513 Applique Binder, 2½ in. wide, per yard.....5c
- No. 53C51011 Applique Border, 8 in. wide, per yard.....10c
- No. 53C33511 Applique Binder, 3 in. wide, per yard.....5c
- No. 53C338 Ceiling, per double roll.....14c



(See page 125 for the following:)
 No. 53C9003 No. 53C58001
 No. 53C33501

- No. 53C263 Side Wall (See page 110), per double roll.....20c
 No. 53C5891 Applique Border, 8 in. wide, per yd. 10c
 No. 53C33591 Applique Binder, 3 in. wide, per yd. 5c
 No. 53C226 Ceiling, per double roll.....12c

(See page 97 for the following:)
 No. 53C291 No. 53C5995
 No. 53C33595

(See page 126 for the following:)
 No. 53C351 No. 53C51017
 No. 53C33517

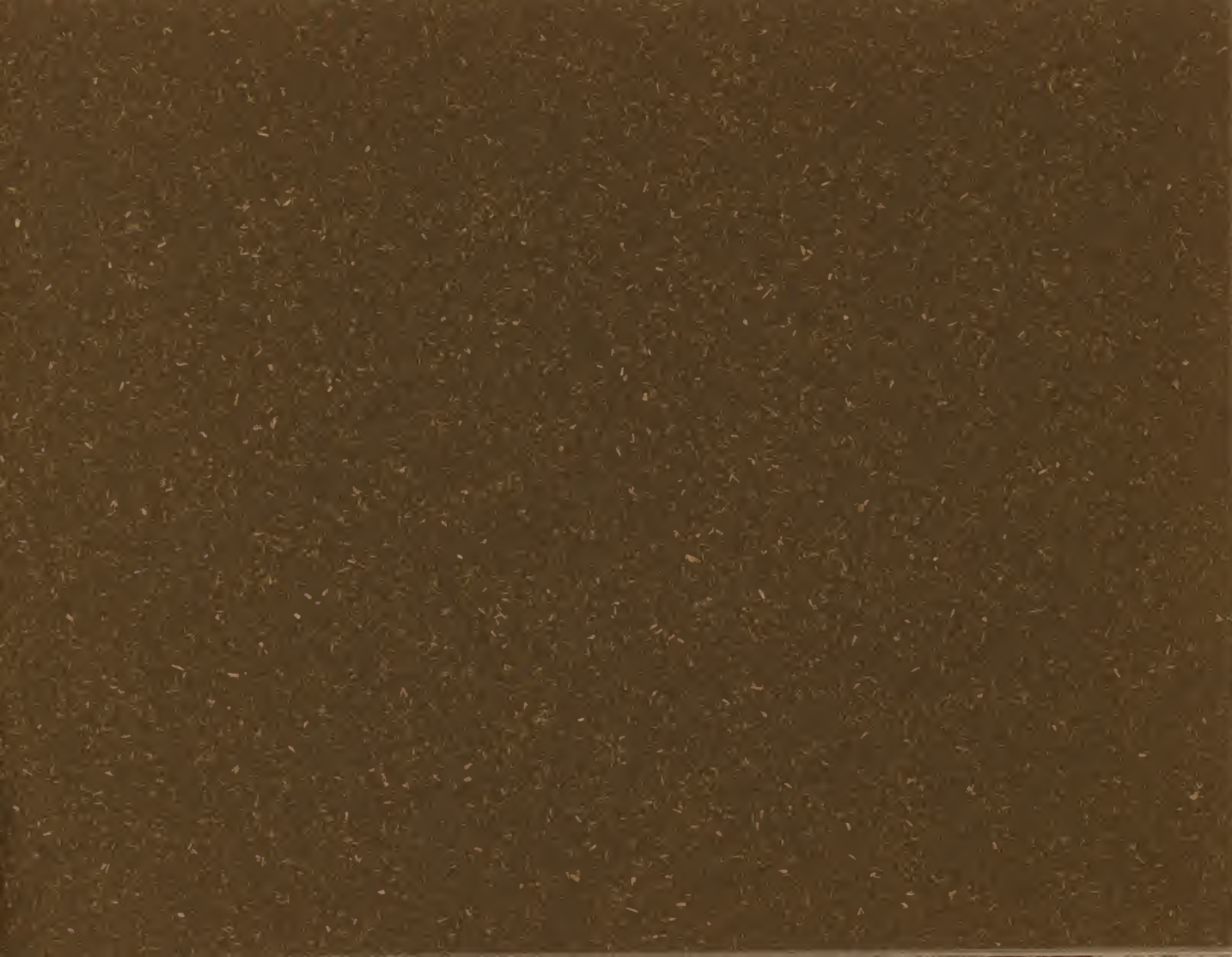
- No. 53C223 Side Wall (See page 111), per double roll.....20c
 No. 53C51015 Applique Border, 8 inches wide, per yard.....12c
 No. 53C33515 Applique Binder, 3 inches wide, per yard.....5c
 No. 53C980 Ceiling, per double roll...15c

(See page 125 for the following:)
 No. 53C9011 No. 53C51019
 No. 53C33519

The following binders are each about 3 inches wide, per yard..... 5c

- No. 53C33513 No. 53C33503
 No. 53C33599 No. 53C33511
 No. 53C33505 No. 53C33507





Ceiling and Side Wall Papers Furnished in 16-Yard Rolls, 18 Inches Wide.

SIDE WALL.

No. 53C9005 Rich Brown Oatmeal Duplex Side Wall, like this sample, per double roll.....24c

BORDERS.

No. 53C39005 Border, embossed, cut out, 11 inches wide, with 2 yards of 2¼-inch binder with each yard of border, per yard..... 6c

(This border is the same design as border No. 53C3329 illustrated on page 114 but printed in reds and colors to harmonize with this rich brown side wall paper.)

No. 53C3233 Border, embossed, cut out, 12 inches wide, with 3-inch binder attached, per yard..... 8c
(Shown in colors on page 114.)

No. 53C3223 Border, embossed, cut out, 11½ inches wide, with 2 yards of 2½-inch binder with each yard of border, per yard..... 8c
(Shown in colors on page 107.)

No. 53C43005 Binder, 3 inches wide, per yard..... 1c
(Shown in colors on page 131.)

No. 53C5999 Applique Border, 14 inches wide, per yard..... 10c
(Shown in colors on page 123.)

No. 53C33599 Applique Binder to match Border No. 53C5999, about 3 inches wide, per yard..... 5c
(Shown in colors on page 124.)

No. 53C51007 Applique Border, 8 inches wide, per yard..... 10c
(Shown in colors on page 123.)

No. 53C33507 Applique Binder to match Border No. 53C51007, 3 inches wide, per yard..... 5c
(Shown in colors on page 124.)

CEILING.

No. 53C980 Ceiling, pebble embossed, per double roll..... 15c
(See page 128 for actual sample.)

SIDE WALL.

No. 53C9003 Light Brown Duplex Side Wall, per double roll.....24c
(See reverse side of page 117 for color of background.)

BORDERS.

No. 53C39003 Border, embossed, cut out, 11 inches wide, with 2 yards of 2¼-inch binder with each yard of border, per yard..... 6c
(This border is the same design as Border No. 53C3329, illustrated on page 114, but printed in tan and other colors to harmonize with this light brown side wall paper.)

No. 53C49003 Border, embossed, cut out, 12 inches wide, with 3-inch binder attached, per yard.. 8c
(This border is the same design as Border No. 53C3233, illustrated on page 114, but printed in tan and other colors to harmonize with this light brown side wall paper.)

No. 53C3227 Border, embossed, cut out, 11½ inches wide, with 2 yards of 2½-inch binder with each yard of border. (Shown in colors on page 108.) Per yard..... 8c

No. 53C43003 Binder, 3 inches wide. (Shown in colors on page 131.) Per yard..... 1c

No. 53C51017 Applique Border, 14 inches wide. (Shown in colors on page 124.) Per yard... 14c

No. 53C33517 Applique Binder to match Border No. 53C51017, 3 inches wide. (Shown in colors on page 124.) Per yard..... 6c

No. 53C58001 Applique Border, 14 inches wide. (Shown in colors on page 124.) Per yard... 14c

No. 53C33501 Applique Binder to match Border No. 53C58001, 3 inches wide. (Shown in colors on page 124.) Per yard..... 4c

No. 53C51005 Applique Border, 14 inches wide. (Shown in colors on page 123.) Per yard..... 8c

No. 53C61005 Applique Border, 8 inches wide. (Shown in colors on page 123.) Per yard..... 6c

No. 53C33505 Applique Binder to match Borders Nos. 53C51005 and 53C61005, about 3 inches wide. (Shown in colors on page 124.) Per yard..... 5c

CEILING.

No. 53C980 Ceiling, pebble embossed. (See page 128 for actual sample.) Per double roll..... 15c

SIDE WALL.

No. 53C9007 Dutch Blue (medium dark) Duplex Side Wall, per double roll24c

BORDERS.

No. 53C49007 Pink Rose and Green Border, embossed, cut out, 12 inches wide with 3-inch binder attached, per yard 8c

(This border is the same design as Border No. 53C3233, illustrated on page 114, but printed in colors to harmonize with this blue side wall paper.)

No. 53C59007 Border, embossed, cut out, 11½ inches wide, with 2 yards of 2½-inch binder with each yard of border, per yard 8c

(This border is the same design as Border No. 53C3223, illustrated on page 107, but printed in reds, dark blues and other colors to harmonize with this blue side wall paper.)

CEILING.

No. 53C982 Ceiling, pebble embossed, per double roll.....15c

CEILING AND SIDE WALL PAPERS FURNISHED IN 16-YARD ROLLS, 18 INCHES WIDE.

SIDE WALL.

No. 53C9001 Gray Duplex Side Wall (like this sample) per double roll **24c**

BORDERS.

No. 53C39001 Border, embossed, cut out, 11 inches wide, with 2 yards of 2½-inch binder with each yard of border, per yard..... **6c**

(This border is the same design as Border No. 53C3329, illustrated on page 114, but printed in reds and other colors to harmonize with this gray side wall paper.)

No. 53C59001 Border, embossed, cut out, 11½ inches wide, with 2 yards of 2½-inch binder with each yard of border, per yard..... **8c**

(This border is the same design as Border No. 53C3223, illustrated on page 107, but printed in bronzes and other colors to harmonize with this gray side wall paper.)

No. 53C43001 Binder, 3 inches wide, per yard..... **1c**
(Shown in colors on page 131.)

No. 53C58001 Applique Border, 14 inches wide, per yard..... **14c**
(Shown in colors on page 124.)

No. 53C33501 Applique Binder to match Border No. 53C58001, 3 inches wide, per yard..... **4c**
(Shown in colors on page 124.)

No. 53C51019 Applique Border, 8 inches wide, per yard..... **10c**
(Shown in colors on page 124.)

No. 53C33519 Applique Binder to match Border No. 53C51019, 3 inches wide, per yard..... **5c**
(Shown in colors on page 124.)

CEILING.

No. 53C976 Ceiling, pebble embossed, per double roll..... **15c**

SIDE WALL.

No. 53C9009 Green Duplex Side Wall, per double roll **24c**
(See reverse side of page 120 for color of background.)

BORDERS.

No. 53C39009 Border, embossed, cut out, 11 inches wide, with 2 yards of 2½-inch binder with each yard of border, per yard..... **6c**

(This border is the same design as Border No. 53C3329, illustrated on page 114, but printed in reds and other colors to harmonize with this green side wall.)

No. 53C3237 Border, embossed, cut out, 12 inches wide, with 1 yard of 3-inch binder with each yard of border, per yard..... **8c**
(Shown in colors on page 114.)

No. 53C59009 Border, embossed, cut out, 11½ inches wide, with 2 yards of 2½-inch binder with each yard of border, per yard..... **8c**
(This border is the same design as Border No. 53C3223, illustrated on page 107, but printed in reds and other colors to harmonize with this green side wall.)

No. 53C43009 Binder, 3 inches wide, per yard. **1c**
(Shown in colors on page 131.)

No. 53C51009 Applique Border, 14 inches wide, per yard..... **10c**
(Shown in colors on page 123.)

No. 53C33509 Applique Binder to match Border No. 53C51009, about 3 inches wide, per yard..... **4c**
(Shown in colors on page 123.)

No. 53C51013 Applique Border, 14 inches wide, per yard..... **10c**
(Shown in colors on page 123.)

No. 53C33513 Applique Binder to match Border No. 53C51013, about 3 inches wide, per yard..... **5c**
(Shown in colors on page 124.)

No. 53C51011 Applique Border, 8 inches wide, per yard..... **10c**
(Shown in colors on page 123.)

No. 53C33511 Applique Binder to match Border No. 53C51011, 3 inches wide, per yard..... **5c**
(Shown in colors on page 124.)

CEILING.

No. 53C978 Ceiling, pebble embossed, per double roll **15c**

SIDE WALL.

No. 53C9011 London Smoke Duplex Side Wall, per double roll... **24c**
(See reverse side of page 49 for color of background.)

BORDERS.

No. 53C39001 Border, embossed, cut out, 11 inches wide, with 2 yards of 2½-inch binder with each yard of border, per yard..... **6c**

(This border is the same design as Border No. 53C3329 illustrated on page 114, but printed in reds and other colors to harmonize with this London Smoke side wall paper.)

No. 53C59001 Border, embossed, cut out, 11½ inches wide, with 2 yards of 2½-inch binder with each yard of border, per yard..... **8c**

(This border is the same design as Border No. 53C3223, illustrated on page 107, but printed in bronzes and other colors to harmonize with this London Smoke side wall paper.)

No. 53C43001 Binder, 3 inches wide, per yard..... **1c**
(Shown in colors on page 131.)

No. 53C51019 Applique Border, 8 inches wide, per yard..... **10c**
(Shown in colors on page 124.)

No. 53C33519 Applique Binder to match Border No. 53C51019, 3 inches wide, per yard..... **5c**
(Shown in colors on page 124.)

CEILING.

No. 53C976 Ceiling, pebble embossed, per double roll..... **15c**





OVERPRINT OATMEAL PAPER

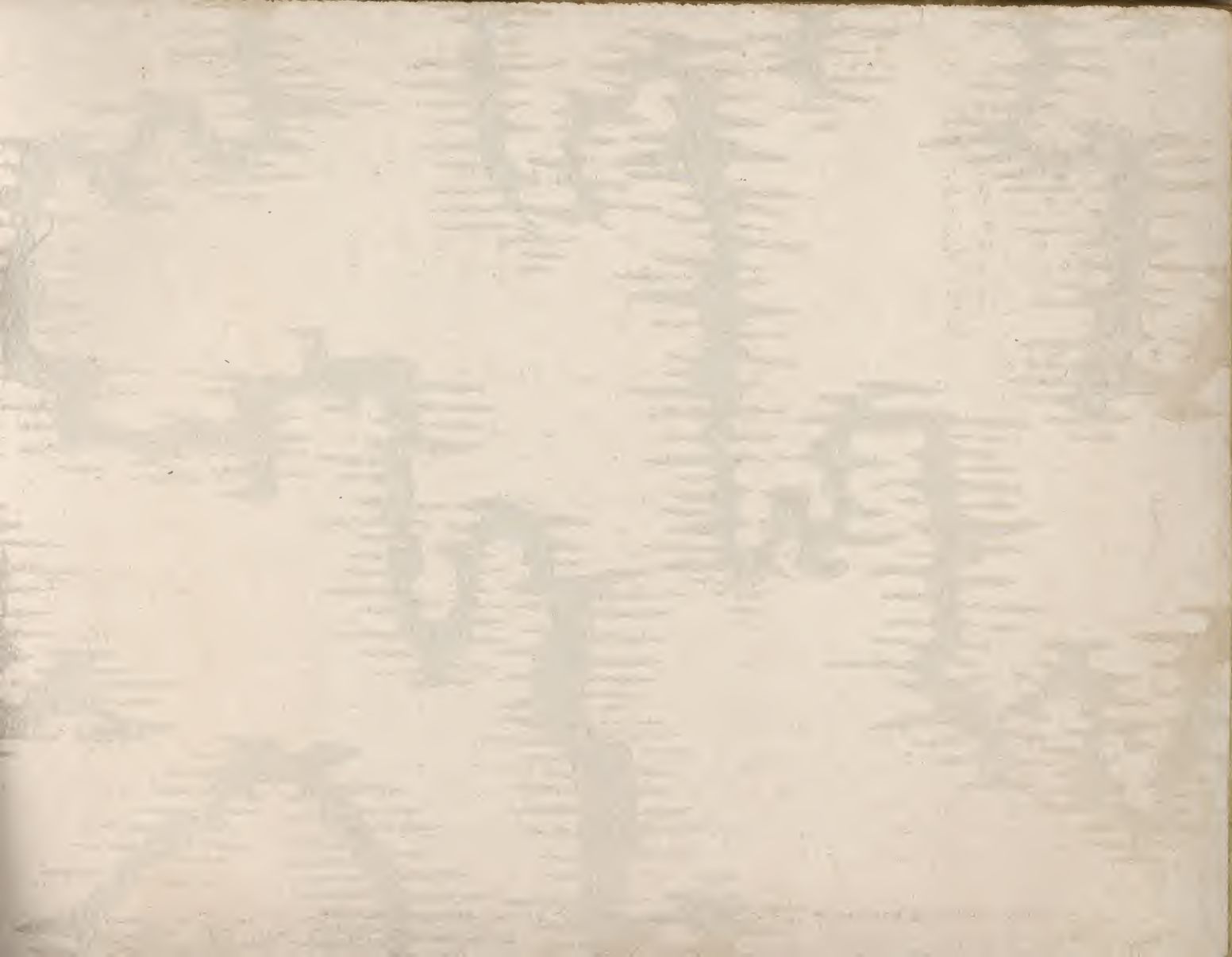
Per Double Roll **20c** 16 Full Yards
18 Inches Wide

For Color Reproductions of This Pattern See Pages 123 and 124

FIVE different designs of embossed applique borders match this brown overprint oatmeal paper. These borders are all shown in colors on pages 123 and 124. Each will make a very attractive room and, considering their low cost, the money will be well spent. They are all hand colored and the designs are heavily embossed and stand out in high relief, thus giving a definite form and character to the pattern, somewhat on the order of the famous bas reliefs of ancient sculpture.

No. 53C351	Side Wall, per double roll.....	20c
No. 53C51005	Applique Border, 14 inches wide, per yard.....	8c
No. 53C61005	Applique Border, 8 inches wide, per yard.....	6c
No. 53C33505	Applique Binder to match above borders, 3 inches wide, per yard.....	5c
No. 53C5999	Applique Border, 14 inches wide, per yard.....	10c
No. 53C33599	Applique Binder to match Border No. 53C5999, about 3 inches wide, per yard.....	5c
No. 53C51017	Applique Border, 14 inches wide, per yard.....	14c
No. 53C33517	Applique Binder to match Border No. 53C51017, 3 inches wide, per yard.....	6c
No. 53C51007	Applique Border, 8 inches wide, per yard.....	10c
No. 53C33507	Applique Binder to match Border No. 53C51007, 3 inches wide, per yard.....	5c
No. 53C280	Ceiling, cream background, per double roll.....	14c

THIS IS THE BACK of the sample of Side Wall No. 53C351. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.



MOIRE INDEPENDENT CEILINGS

Per Double Roll **8c** *16 Full Yards*
18 Inches Wide

OUR Independent Ceiling Papers are printed on heavy stock and are therefore easily hung and will not tear readily. For an independent ceiling, better values cannot be obtained anywhere. On the reverse side of this page we show a sample of our white ceiling paper with a mica moire design printed on a white ground. Many people who do not care for a heavy ceiling design will choose this moire pattern. Moire patterns are growing in popularity and we are therefore showing four very dainty colors in this style, each of which has a moire design printed in mica.

- | | | |
|------------|---------------------------------------------------------|----|
| No. 53C952 | White, like sample, per double roll | 8c |
| No. 53C954 | Light Green, per double roll | 8c |
| No. 53C986 | Cream, per double roll..... | 8c |
| | (See reverse side of page 128 for color of background.) | |
| No. 53C958 | Light Blue, per double roll..... | 8c |



INDEPENDENT CEILING

Notice the Exceptional Quality of This Paper

*Per Double
Roll* **15c** *16 Full Yards
18 Inches Wide*

FREQUENTLY our customers prefer using an independent ceiling to the ceiling of a regular combination. To meet such demands we are showing a variety of designs in different colors which will match the various papers of our line. This independent ceiling paper can be furnished in four different background colors, the design in each matching the background coloring, and having a gilt dot overprint. It will make an excellent drop ceiling and will match practically any side wall pattern.

It oftentimes happens that the ceiling plaster cracks and becomes loose. To prevent an unsightly ceiling from marring the appearance of the rest of the room, a heavy stock ceiling paper should be hung.

Besides being a very pretty design, this independent ceiling paper is printed on extra heavy stock and has the added feature of being heavily embossed.

- | | | |
|------------|--------------------------------------------------------------|-----|
| No. 53C980 | Cream Independent Ceiling, like sample, per double roll..... | 15c |
| No. 53C976 | White Independent Ceiling, per double roll..... | 15c |
| | (See other side of page 127 for color of background.) | |
| No. 53C978 | Light Green Independent Ceiling, per double roll..... | 15c |
| No. 53C982 | Light Blue Independent Ceiling, per double roll..... | 15c |



INDEPENDENT CEILING

Per Double Roll **10c** *16 Full Yards
18 Inches Wide*

THE design of this independent ceiling pattern is printed in mica and can be furnished on either a cream or white background. The cream background is exactly like this sample.

We believe our present line of independent ceilings is complete enough to meet every requirement.

These patterns may be used with either floral or set design side wall and border and will make an excellent drop ceiling should this manner of decoration be desired.

Our prices on independent ceilings are very low. You will realize this when you find what a choice ceiling paper this is for only 10 cents a double roll.

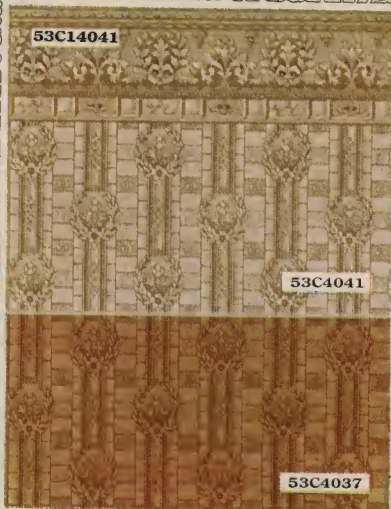
While these ceilings will match almost any side wall in design and coloring, we would recommend that if an independent ceiling paper is used, a color be selected which is most nearly like the coloring of the side wall.

- No. 53C356 Cream Independent Ceiling, like this sample, per double roll.....10c
- No. 53C358 White Independent Ceiling, mica design like this sample, but printed on a white background (see sample on page 127 for color of background), per double roll.....10c



53C345

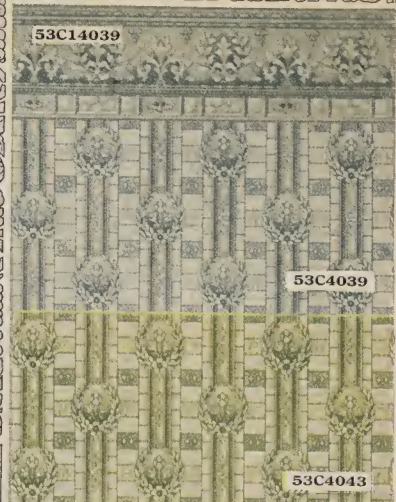
24C174



53C14041

53C4041

53C4037



53C14039

53C4039

53C4043



53C4045

53C4047

Forestvale.

(See page 132 for sample and description.)

- No. 53C345 Side Wall, per double roll...40c
- No. 53C976 Ceiling, per double roll...15c
- No. 24C174 Cretonne Cloth, per yard.....45c

See page 134 for description of the following Varnished Tile patterns:

- No. 53C4037 No. 53C4041
- No. 53C4039 No. 53C4043

See page 135 for description of the following Varnished Tile patterns:

- No. 53C4045 No. 53C4047

See page 136 for description of the following Varnished Tile patterns:

- No. 53C4049 No. 53C4051



53C4051

53C4049



The "Orchard in Autumn" Frieze.

No. 53C128 Size, 60 inches long by 28 inches wide. Each.....**40c**



No. 53C43005 Brown Oatmeal Binder, 3 inches wide
(use only with brown background papers), per yard.....**1c**



No. 53C33311 Pink Rose Binder, 3 inches wide (use only with white background papers), per yard.....**1/2c**



No. 53C33291 Yellow Rose Binder, 3 inches wide (use only with gray background papers), per yard.....**1/2c**

The beautiful scenic frieze reproduced above is printed on good quality paper and is heavily embossed. This frieze may be used singly above the fireplace or mantelpiece, or by placing the pieces end to end it may be used as a border around the entire room, thus giving the appearance of a continuous border, because the ends match in design and color. If the space to be filled is smaller than the frieze, the charming effect can still be maintained if a few inches are trimmed off the top or bottom or either side of the frieze. If a panel effect is desired we would recommend using a gilt beading as a divider.



No. 53C43001 Gray Oatmeal Binder, 3 inches wide
(use only with gray background papers), per yard.....**1c**



No. 53C43003 Tan Oatmeal Binder, 3 inches wide
(use only with tan background papers), per yard.....**1c**



No. 53C43009 Green Oatmeal Binder, 3 inches wide
(use only with green background papers), per yard.....**1c**





FORESTVALE

Per Double Roll **40c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 130.

PAPERS of this character must be seen upon the walls of your room to be fully appreciated. Study the color illustration on page 130 and inspect this sample closely and you will have some idea as to how the paper will appear. We recommend this beautifully engraved pattern which we have named the Forestvale as representative of the very height of wall paper decoration.

There are many rooms in which it may be used; especially recommended for the dining room, living room, library, hall or parlor. Its soft, harmonious colors will blend delightfully with most any furniture or hangings. It is an engraved double process pattern representing expensive grass cloth in its embossing.

No border is necessary to assist this pattern and we therefore recommend the use of White Molding No. 53C1058, or White Cove Molding No. 53C1088 or any Oak or Imitation Oak Molding.

The ceiling design is printed in faint gray on a white background with a gilt dot overprint.

You will also notice on page 130 an illustration of a cretonne cloth which may be used for window curtains and furniture coverings.

- No. 53C345 Side Wall, embossed, per double roll 40c
- No. 53C976 Ceiling, embossed, per double roll 15c
- No. 24C4174 Cretonne, about 36 inches wide, per yard 45c

THIS IS THE BACK
of the Forestvale sample. The **FRONT** of this sample shows actual color and design of the pattern described and priced at the right.



KENSINGTON

Per Double Roll **40c** 16 Full Yards
18 Inches Wide



THIS pattern is one of those beautiful silken fabric effects which are usually sold in only the most exclusive wall paper stores. It is printed in oil colors from engraved copper rollers on heavy stock, which is then overprinted in gilt and embossed. This character of design is generally used for the decoration of living rooms, dining rooms, libraries and halls, and ordinarily sells at retail for \$1.50 to \$2.00 per roll.

A design of this character does not need a border to finish it off, a picture molding or cove molding being all that is necessary. If no molding is used we recommend using the narrow binder listed below.

If you are looking for a choice wall paper pattern, something extraordinarily fine, we believe this pattern will satisfy you.

Were it not for the fact that we manufacture our papers in our own factory and sell to you direct, it would be impossible for us to offer this pattern to you for only 40 cents a double roll.

- No. 53C377 Side Wall, embossed, per double roll.....40c
No. 53C33177 Binder, 5 inches wide, per yard..... 2c
No. 53C234 Ceiling, embossed, per double roll.....20c

THIS IS THE BACK of the Kensington sample. **The FRONT** of this sample shows actual color and design of the pattern described and priced at the right.

See page 16 for table and instructions on how to figure the quantity of paper needed for your rooms.

Any of the following Moldings may be used with this paper: No. 53C1220, No. 53C1230, No. 53C1224 or No. 53C1225. See front pages of this book for prices and descriptions.



VARNISHED TILES

Per Double Roll **24c** 16 Full Yards
18 Inches Wide

KITCHENS require frequent papering. No matter how careful the housewife may be, the steam from the cooking soon discolours the walls and, unless a varnished paper is used, destroys the paper. For papering a kitchen, therefore, we recommend the use of patterns such as these. The cost of these papers is so little that you can afford always to have a clean looking, sanitary kitchen. The permanent character of these papers renders them washable. Besides using them in the kitchen they are desirable bathroom, hall or pantry papers.

Storekeepers, moving picture houses, ice cream parlors, etc., will also find these papers of exceptional merit. The ceiling and 6-inch border carry the same background coloring.

The same pattern can be furnished in four different colorings as listed below.

BROWN. For Color Reproduction of This Pattern See Page 130.

No. 53C4037	Side Wall, per double roll.....	24c
No. 53C14037	Border, 6 inches wide, per yard.....	1c
No. 53C4038	Ceiling, per double roll.....	22c

BLUE. For Color Reproduction of This Pattern See Page 130.

No. 53C4039	Side Wall, per double roll.....	24c
No. 53C14039	Border, 6 inches wide, per yard.....	1c
No. 53C4040	Ceiling, per double roll.....	22c

STONE GRAY. For Color Reproduction of This Pattern See Page 130.

No. 53C4041	Side Wall, per double roll.....	24c
No. 53C14041	Border, 6 inches wide, per yard.....	1c
No. 53C4042	Ceiling, per double roll.....	22c

GREEN. For Color Reproduction of This Pattern See Page 130.

No. 53C4043	Side Wall, per double roll.....	24c
No. 53C14043	Border, 6 inches wide, per yard.....	1c
No. 53C4044	Ceiling, per double roll.....	22c





VARNISHED TILE

Per Double Roll **24c** 16 Full Yards
18 Inches Wide

THIS is a sample of one of the prettiest varnished tile papers we have ever put on the market. The pattern is a clever representation of inlaid tile and will add greatly to the decoration of any room in which it is used. It is one of the most popular wall coverings for the kitchen because the thrifty housewife realizes the advantage of a paper that can easily be kept clean.

Varnished tile papers are used wherever children's hands are apt to soil the walls or where the steam from the cooking is apt to discolor ordinary wall paper. When covered with a coat of our Transparent Damar Varnish these papers are readily washable.

All of these papers have a 4½-inch border especially designed to match. The ceiling paper shows a dainty circle design printed in faint tones of the same color as used in the side wall and border.

GRAY. Like This Sample.

For Color Reproduction of This Pattern
See Page 130.

53C4045	Side Wall, per double roll	24c
53C14045	Border, 4½ inches wide, per yard.....	1c
53C4042	Ceiling, per double roll	22c

TAN. No Sample Shown.

For Color Reproduction of This Pattern
See Page 130.

53C4047	Side Wall, per double roll	24c
53C14047	Border, 4½ inches wide, per yard.....	1c
53C4038	Ceiling, per double roll	22c

All varnished tile papers will wear longer by applying one coat of transparent varnish after paper is put on wall and is thoroughly dry. Our Seroco Transparent Damar Varnish is made especially for this purpose and will not discolor the paper. One gallon is sufficient to cover the walls of a room 12x12, 9 feet high, one coat.

No. 30C2724 Transparent Damar Varnish.

Shipping weights, 1 pint, 2½ pounds; 1 quart, 4 pounds; 1 gallon, 11 pounds.
1 pint.....24c 1 quart.....42c 1 gallon.....\$1.40

THIS IS THE BACK
of the sample of Side
Wall No. 53C4045. The
FRONT of this sample
shows actual color and
design of this pattern.





VARNISHED TILE

Per Double Roll **24c** 16 Full Yards
18 Inches Wide

For Color Reproduction of This Pattern See Page 130.

THIS is a varnished tile pattern of exceptional decorative value. This pattern will be used not only for its sanitary qualities but for its decorative qualities as well, it being a scenic effect combination. The 4½-inch border design, together with the simple, harmonizing ceiling, completes a desirable combination for use in kitchens, bathrooms, pantries, etc.

We could recommend no more serviceable wall covering for the price than one of these varnished tile patterns which combine sanitation and decoration.

This design may also be furnished in a faint blue and tan as shown in colors on page 130.

GREEN AND TAN. Like Sample.		BLUE AND TAN No Sample Shown.	
53C4049	Side Wall, per double roll. 24c	53C4051	Side Wall, per double roll. 24c
53C14049	Border, 4½-in. wide, per yd. 1c	53C14051	Border 4½-in. wide, per yd. 1c
53C4038	Ceiling, per double roll... 22c	53C4040	Ceiling, per double roll... 22c

THIS IS THE BACK of the sample of Side Wall No. 53C4049. The **FRONT** of this sample shows the actual color and design of this pattern.

All varnished tile papers are made more permanent by applying one coat of white varnish after paper is put on wall and is thoroughly dry. Our Seroco Transparent Damar Varnish is made especially for this purpose and will not discolor the paper. One gallon should cover the walls of a room 12x12, 9 feet high, one coat.

No. 30C2724 Transparent Damar Varnish.

Shipping weights, 1 pint, 2½ pounds; 1 quart, 4 pounds; 1 gallon, 11 pounds.
1 pint.....24c 1 quart.....42c 1 gallon.....\$1.40



VARNISHED TILE

Per Double
Roll

24c

16 Full Yards
18 Inches Wide



THE sanitary qualities of varnished wall papers for the kitchen cannot be too strongly emphasized. They are easily kept clean and are therefore recommended especially for use in rooms where the wall paper is likely to become soiled.

It is seldom that varnished tile papers may be obtained which are as dainty in coloring and design as those shown in our line this year.

The design shown on the reverse side of this page may also be furnished in stone gray.

A beautiful 6-inch border may be furnished. The ceilings are all colored in a shade to harmonize with the wall paper.

BLUE. Like Sample.

53C4053 Side Wall, per double roll. 24c
53C14053 Border, 6 in. wide, per yd. 1c
53C4040 Ceiling, per double roll...22c

STONE GRAY. No Sample Shown.

53C4055 Side Wall, per double roll. 24c
53C14055 Border, 6 in. wide, per yd. 1c
53C4042 Ceiling, per double roll...22c

All varnished tile papers are made more permanent by applying one coat of transparent varnish after paper is put on wall and is thoroughly dry. Our Seroco Transparent Damar Varnish is made especially for this purpose and will not discolor the paper. One gallon is sufficient to cover the walls of a room 12x12, 9 feet high, one coat.

No. 30C2724 Transparent Damar Varnish.

Shipping weights, 1 pint, 2½ lbs.; 1 quart, 4 lbs.; 1 gallon, 11 lbs.
1 pint.....24c 1 quart.....42c 1 gallon.....\$1.40

THIS IS THE BACK
of the sample of Side
Wall No. 53C4053. The
FRONT of this sample
shows actual color and
design of this pattern.