

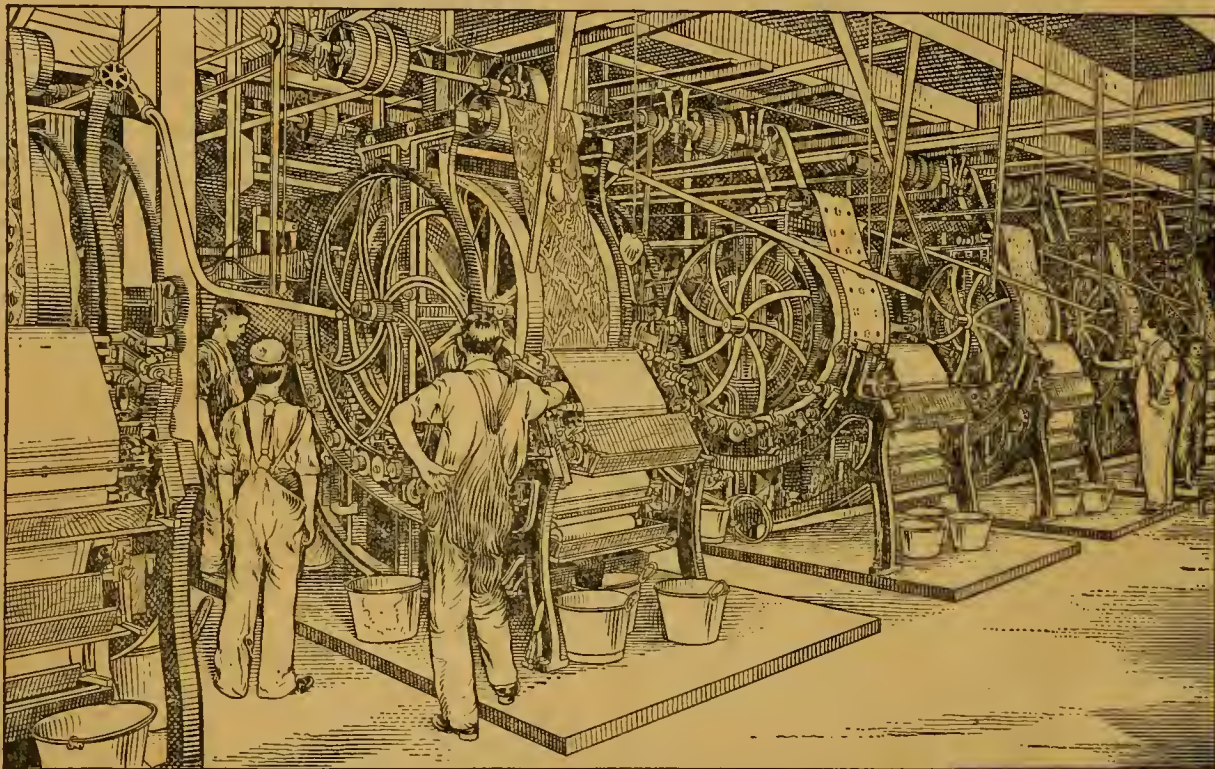


# Wall Paper

Sears, Roebuck and Co.  
Chicago

1-3461

## Wall Paper Printing Machines in Our Big Wall Paper Mill



This illustration shows a number of the wall paper printing machines installed in our big wall paper mill. Each machine has a capacity of 2,500 double rolls of 16 yards, or 5,000 single rolls of 8 yards each working day. The total capacity of our mill exceeds six million double rolls, that is, over twelve million single rolls a year. The demands of our customers keep this big wall paper mill in constant operation—a proof of the good quality and artistic designs of our wall papers.

**SEARS, ROEBUCK AND CO., CHICAGO, ILL.**

25- 201534/57

# WE MANUFACTURE WALL PAPER

JUST OUR ONE PROFIT FOR YOU TO PAY

*Here Is the Result:*



The Best Wall Paper in All the New Fashionable Designs at **3** to **35** Cents a Double Roll of 16 Full Yards.

**O**UR large wall paper mill, equipped with the **LATEST IMPROVED** modern wall paper machinery, as shown on the opposite page, with a capacity of over six million 16-yard rolls, which mean over twelve million 8-yard rolls of wall paper a year, owned and operated exclusively by us, easily explains why we can market the best wall paper **DIRECT TO YOU** at 3 to 35 cents a double roll of 16 full yards.

The reason for our **REMARKABLE SUCCESS** in the wall paper field is due to the striking **DIFFERENCE** between our method of marketing the product and the methods employed elsewhere. The wall paper industry outside of our share in it is in the hands of **A FEW** manufacturers who have enjoyed, and still enjoy in a large measure, **A MONOPOLY** of the business. Their products marketed through jobbers, agents and dealers are **BURDENED WITH SELLING EXPENSES** and **LARGE PROFITS**. Extra selling expenses and extra profits added to the manufacturing cost **DO NOT ADD**

**TO THE VALUE** of the paper nor to the beauty of the designs. We offer you the best obtainable, as the samples in this book show, at very low prices. You get nothing more for your money by paying more elsewhere.

We control the quality of our papers. We have gone to the very **SOURCE OF SUPPLY** to make our control complete. We have secured the services of **LEADING ARTISTS** to insure the most **PRACTICAL** and **ARTISTIC** designs for the various rooms of the home. We reproduce these designs on papers which we know to be perfect in quality, by the latest improved wall paper machinery, under our own supervision. But we will not take time to tell you all about this great industry, for we are sure the samples in this book, which are cut direct from the rolls in our stock, will tell you our story **BETTER THAN WORDS**.

You can make your selection and send us your order under our positive assurance that we will give it our prompt and careful attention, guaranteeing to satisfy you in every way or return your money.

**SEARS, ROEBUCK AND CO.**

**CHICAGO, ILLINOIS**

## 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 the illustration on the back of sample which represents a portion of a wall, showing the border and ceiling used, together with side wall. 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 or by express.

We require cash with orders. The best way to send your money is in the form of an express or postoffice money order, bank draft, or the currency in a registered letter. We positively guarantee to satisfy you or return your money.

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

**First**—Ascertain 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 room by measuring from ceiling to floor. When the distance around room as well as the height has been determined, refer to the table on this page and you will learn just how much paper is required. Do not allow for windows, doors and waste, as we have already made those allowances in our figures.

Distance Around Room, Feet	DOUBLE ROLLS OF SIDE WALL NECESSARY, ACCORDING TO HEIGHT OF ROOM					Double Rolls of Ceiling	Yards of Border
	8 feet	9 feet	10 feet	11 feet	12 feet		
30	4	4	5	5	5	1	10
32	4	4	5	5	6	1	11
34	4	5	5	6	6	2	12
36	4	5	5	6	6	2	12
38	5	5	6	6	7	2	13
40	5	5	6	7	7	2	14
42	5	6	6	7	7	2	14
44	5	6	7	7	8	2	15
46	6	6	7	7	8	3	16
48	6	7	7	8	8	3	16
50	6	7	7	8	9	3	17
52	6	7	8	8	9	3	18
54	6	7	8	9	9	3	18
56	7	8	8	9	10	4	19
58	7	8	9	10	10	4	20
60	7	8	9	10	10	4	20
62	8	8	9	10	11	4	21
64	8	8	9	10	11	4	22
66	8	9	10	11	11	5	22
68	8	9	10	11	12	5	23
70	8	9	10	11	12	5	24
72	8	9	10	11	12	6	24
74	9	10	11	12	13	6	25
76	9	10	11	12	13	6	26
78	9	10	11	12	13	7	26
80	9	10	11	12	14	7	27
82	10	11	12	13	14	7	28
84	10	11	12	13	14	8	29
86	10	11	12	13	14	8	29
88	10	11	13	14	15	8	30
90	10	12	13	14	15	9	31
92	11	12	13	14	15	9	31

All our wall paper is put up in double rolls, therefore you will avoid mistakes by not ordering single rolls. Double rolls contains 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 a double roll.

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.

### How to Make a Perfect Paste.

To get enough paste for a good size room take 3 pints of flour, rub smooth in 2 quarts of cold water, add 8 quarts of boiling water and let it boil slowly. Stir it constantly for about ten minutes, then let it cool and when cold stir in two tablespoonfuls of powdered alum. Use it about as thick as it will run off the brush conveniently.

If you want a starch paste, which is considered very satisfactory, dissolve 1 pound of the best gloss starch in a quart of cold water. Use a large pail or dishpan. Boil a kettle of water and add it to the starch gradually, stirring constantly until the starch is cooked. When the paste cools and it is too thick it can be reduced or thinned with cold water.

### How to Prepare New Walls That Have Never Before Been Papered.

New walls that have never before been papered should be gone over with a thin coat of size. You can make a perfect size for this purpose by soaking 1 pound of glue for twelve hours in cold water and adding 12 quarts of hot water and a tablespoonful of powdered alum. Before putting this size on the walls you should wash off all kalsomine or whitewash. 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 bad apply a thin paste when size is dry and let paste dry also before papering.

Walls that have been painted should be gone over with a solution consisting of one part ammonia and six parts water before papering.

Board ceilings or walls should be covered with cheese cloth tacked at the edges and then sized, which shrinks it tight to the wall. The row of tacks at the corners and around the casings should be about 2 inches from the same and the ends of the cloth pasted down.

Board ceilings or walls that are not very close can be made airproof and dampproof with our Blue Plaster Board. This Blue Plaster Board is a heavy paper which is tacked on the walls with ordinary tacks. You can paper direct to the plaster board.

In cleaning and sizing your walls be careful to do it thoroughly around the baseboard and casing and you will have no trouble with your paper curling up at the edges.

### General Preparations Before Beginning Work.

Get two boards about 8 feet long and 10 or 12 inches wide, lay them side by side, having the ends rest on a table or box. The height should not exceed 3 feet. This will serve as your work table for laying out, trimming, pasting, etc.

Use a plank as a platform to stand on. This should be nearly as long as the width of the room you wish to paper. Make your platform high enough so that your head will be about 6 inches from the ceiling. You can make such a platform by placing a plank or board on two or more ordinary chairs or boxes.

Now secure the other articles needed for your work, such as your brushes, seam roller, shears, bucket of paste, etc. We explain on this page how to make the paste, and by referring to another page in this book you will find that we offer all paperhangers' tools at a very small cost.

You need a smoothing brush with which to smooth down the paper after it is hung and perfectly matched. If no smoothing brush is at hand, a clothes brush or whisk broom can be used. Of course, you also need a paste brush.

A seam roller is required to press down and smooth the edges where each strip of paper laps over or where the two strips are joined together. If you have no seam roller, you can use a bed caster.

**CAUTION**—Don't use the seam roller until the paste on paper that is hung is partially dry. Wait about ten minutes, otherwise the paste will still be wet and will ooze out at the edges.

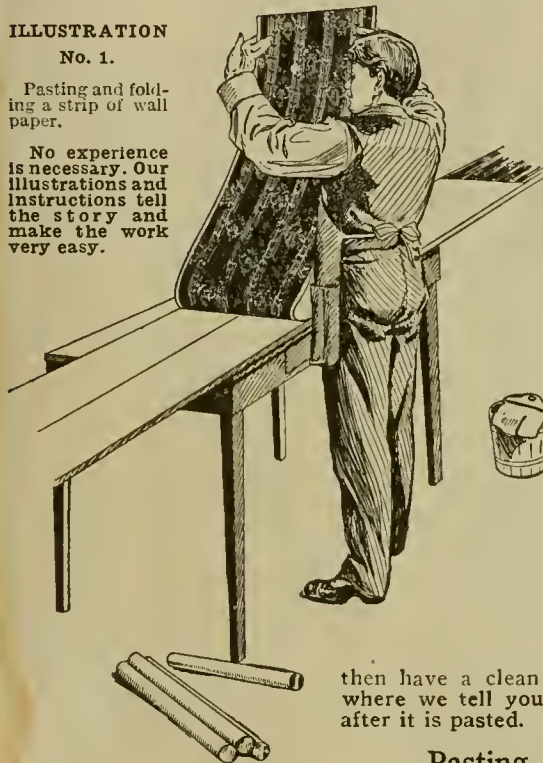
Always paper your ceiling first, for if you do the side walls first you are apt to soil the damp, newly papered walls while papering the ceiling.

## How to Trim, Match and Prepare Wall Paper.

**ILLUSTRATION  
No. 1.**

Pasting and folding a strip of wall paper.

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



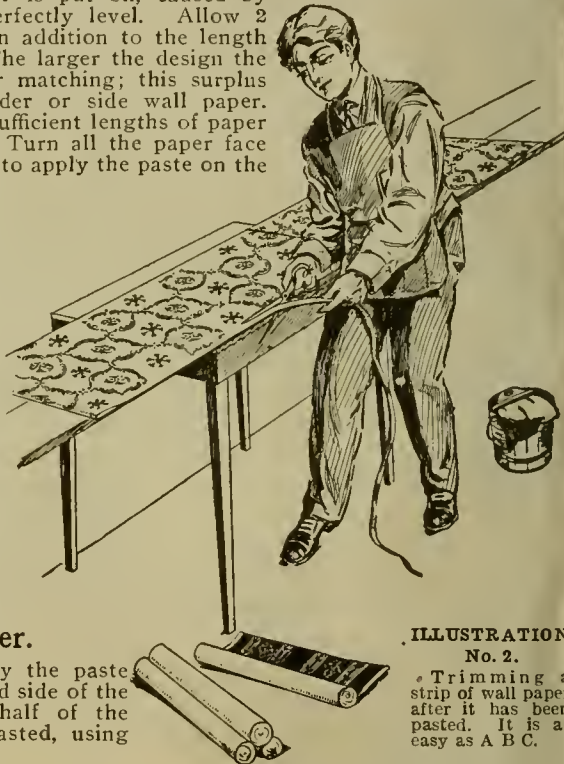
then have a clean cut, smooth edge. See below, where we tell you exactly how to paste and trim after it is pasted.

### Pasting and Trimming Wall Paper.

Your bucket of paste should be placed at your right hand side. Now apply the paste evenly with the paste brush on the top strip of paper, beginning at the left hand side of the table as you face the table. After you have applied the paste on about one-half of the length, lay aside your brush and fold over the part of the paper that is pasted, using extra care to see that the sides are exactly even (see illustration No. 1).

After you have found out the length of your room, unroll the ceiling paper face up, on your 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 your ceiling paper come down on the side wall a trifle, to cover any space left blank after border is put on, caused by ceiling not always being perfectly level. Allow 2 inches at least 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 lengths 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.

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 you cannot do a good job of paper hanging. Wall paper can readily be trimmed with an ordinary pair of shears; in fact, it is so easily done that a boy or girl can do the work in a few minutes, and you will



**ILLUSTRATION  
No. 2.**

Trimming a strip of wall paper after it has been pasted. It is as easy as A B C.

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 your table, paste the left half, and after folding allow the folded end to hang over the end of the table and rest

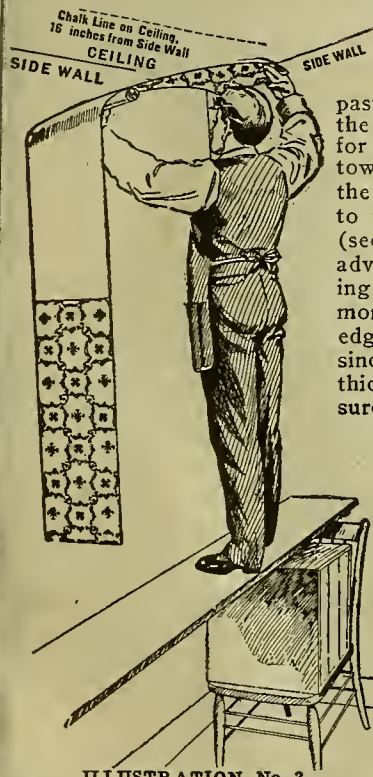


ILLUSTRATION No. 3.

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.

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. Always be sure to paper the ceiling first.

### How to Hang the Ceiling Paper.

After the selvage is trimmed off, as above explained, your paper will be 18 inches wide. We have already explained at the top of page 4 why when papering a ceiling the ends should come down a few inches on the side wall. For the same reason the first strip put up and also the last strip of ceiling paper should lap 2 inches on the side wall.

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 down and let it go. The cord will strike the ceiling and leave a straight chalk line (we show this line in our illustration No. 3 on this page).

Now take the first piece of ceiling paper (which you have already pasted, folded and trimmed), mount 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 this page). 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 ends and the side of the paper to come down on the side wall 2 inches, as before explained.

Now guide your 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 same with your 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.

In hanging the second length you are guided by the edge of the first strip, and so on until the last strip of ceiling paper is put up. The edge of the last strip should also lap at least 2 inches on the side wall. Care must be taken to have your patterns match.

If the ceiling has never been papered, do not fail to first give a coat of size, our No. 30E2790 Prepared Sizing is recommended. If the walls and ceiling have been kalsomined and the kalsomine has been removed and if the sizing underneath the kalsomine happens to be a gloss oil or varnish size, then be sure to add a quart of molasses to your paste before using; this will prevent the paper from coming off the walls, as happens with most wall paper that is pasted on walls sized with gloss oil or varnish.

## How to Hang the Paper On the Side Walls.



ILLUSTRATION No. 4.

Showing how to hang the side wall paper, matching it perfectly and allowing at the top for the border.

ALWAYS HANG THE SIDE WALL PAPER BEFORE HANGING THE BORDER

Follow the same instructions for cutting paper for side walls as previously given for cutting the paper for ceiling. (See preceding pages.) The paper should be cut from 4 to 6 inches longer than the length required for the side wall that is to be prepared to allow for any waste in the matching. In cutting your side wall paper you can allow for the space of wall that 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 your 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 (see wall paper tools, described and illustrated in this sample book), or with a pair of shears. When using shears, paste your 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 your paper a little (the paste still being fresh will permit of 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. 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. All short pieces can be used over doors and windows.

Take your 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 the smoothing brush or whisk broom.

You should wait about ten minutes before using the seam roller, as the paste is still wet and will ooze out at the edges. 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 end and have the end lap over on the other wall about 4 inches, and proceed as shown in illustration No. 5 on this page.

Should the ceiling be uneven 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 5. This will leave the ceiling paper exposed above the border on the wall in some places. It is for this reason that we recommend in our instructions for hanging ceiling paper that it be allowed to come down on side wall 2 inches.

## Special Instructions for Hanging Oatmeal Ingrain Papers.

Before hanging Oatmeal Ingrain Paper it is very important that the wall should be in proper condition. The fading of such papers is generally caused by the lime in the plaster or by using the wrong quality of paste. To prevent any action of the lime on the paper, the walls in every case, no matter how solid, should be gone over with a coat of glue sizing (the formula for making the glue sizing is found on page 3 in this book. Our Prepared Sizing, No. 30E2790, is especially adapted for this work).

The paste may be to blame in some cases. The paste must not be too thin, nor should it be applied too heavily, as it may penetrate the paper and cause discoloration. Never use alum paste with oatmeal paper. Alum paste is excellent for ordinary wall paper, but when used with oatmeal ingrain paper it may cause spots to appear. We recommend our Prepared Dry Paste, No. 30E2788, or use the home made paste without alum, mentioned on page 3.

The glue sizing can be applied with a whitewash, kalsomine or paste brush. We illustrate and describe in this book many convenient tools for wall papering which are offered at remarkably low prices.

## Advice About the Quantity of Wall Paper to Order.

After you have found out the exact number of rolls of wall paper you require to paper your rooms, as we have outlined on pages 1 and 2, it is advisable to add an extra roll of wall and ceiling paper and several yards of border. We don't want you to buy more paper than you need, but we make the above suggestion with your interest in mind. You may accidentally spoil a strip of paper, or when figuring you may overlook projections such as chimneys, etc. Often an extra roll, which amounts to very little, will save you a great deal of inconvenience in waiting for additional paper.

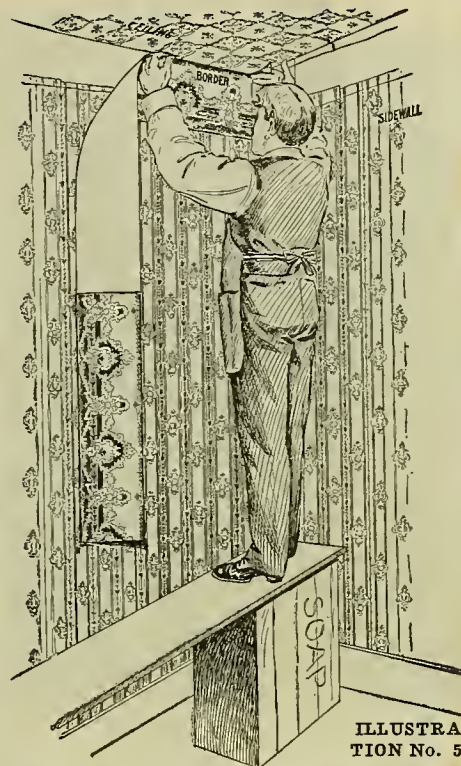


ILLUSTRATION No. 5.

Showing how to hang the border, beginning 4 inches to the right of the corner of the room where you begin.

# LINCRUSTA-WALTON



Nos. 53E1007, 53E1008, 53E1009.

See next page for prices.

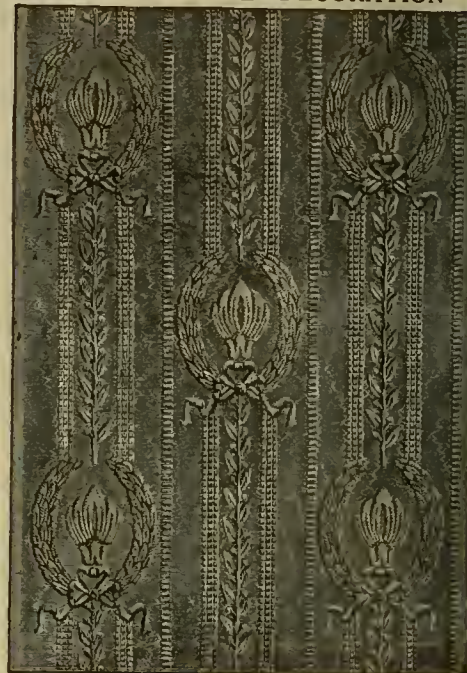
We show on this and the opposite page four illustrations representing the different styles of Lincrusta-Walton we handle and each style can be furnished in three colors: Oxford red, dark green or light brown.

All four patterns are adapted for paneling, when this method of decorating is used, and in our No. 53E1007 you will find a pattern that can be used lengthwise, crosswise or in any angle whatever, due to the formation of its decorations, while the other three patterns must always be hung straight up and down, owing to their stripe effect designs. This particular pattern is also well adapted for ceiling panels and for wainscoting stairway walls. No need to cut into strips and match; simply hang in its original length.

Use Lincrusta-Walton for wainscoting in any room in the house where a wainscoting is desired, or for other uses above suggested, and you will have a serviceable as well as an artistic wall decoration. See opposite page for directions for hanging Lincrusta-Walton.

WALL PAPER SAMPLE BOOK.

THE VERY LATEST AND MOST FASHIONABLE WALL DECORATION



Nos. 53E1010, 53E1011, 53E1012.

See next page for prices.

# A Great Rival of Wood

Here are a few points in favor of the use of Lincrusta-Walton: Owing to the nature of its composition, it is practically indestructible and will last for many years. It is damp resisting and will withstand any climate. It may be washed with soap and water without the least injury to either material or finish. The colors are permanent. A coat or two of ordinary ready mixed house paint may be applied at any time a change of color is desired. It is not an imitation of anything, but it stands alone in its class. It is better than burlap because it will not fade and will take wood treatment. A fine substitute for wooden wainscoting, for it will not shrink, warp or blister and will prove to be vermin proof.

## Directions for Hanging Lincrusta-Walton.

Place the Lincrusta-Walton in a warm room to soften and make it more pliable. Cut the desired lengths, being sure to match the pattern first; the greatest care should be observed in cutting the edges straight. Prepare a package of No. 30E2786 Seroce Paste and while hot add about one-third flake glue previously prepared (we recommend No. 30E3203 Glue at 16 cents a pound). The glue is prepared by soaking in cold water twenty-four hours, then add boiling water and boil a few minutes. Use the paste warm and apply with a paste brush the same as with wall paper, being sure that the entire surface is covered with paste. Then take the piece of pasted Lincrusta-Walton and attach it to the wall, press firmly, working from center outward, so as to avoid air blisters. The appearance of



Nos. 53E1001, 53E1002, 53E1003.

Prices given below.

swelling the backing; the blisters will disappear



Nos. 53E1004, 53E1005, 53E1006.

Prices given below.

blisters on the surface after the Lincrusta-Walton

after the paste is dry. **SAMPLES MAILED FREE ON REQUEST.**

Complete printed instructions sent with goods, thus assuring a first class job. All designs are 19 3/4 inches wide when trimmed.		
No. 53E1001	Red.	See illustration for design.
rice, per yard		14c
No. 53E1002	Green.	Same design as No. 53E1001.
rice, per yard		14c
No. 53E1003	Brown.	Same design as No. 53E1001.
rice, per yard		14c
No. 53E1004	Red.	See illustration for design.
rice, per yard		14c
No. 53E1005	Green.	Same design as No. 53E1004.
rice, per yard		14c
No. 53E1006	Brown.	Same design as No. 53E1004.
rice, per yard		14c

No. 53E1007	Red.	See illustration for design.
Price, per yard		14c
No. 53E1008	Green.	Same design as No. 53E1007.
Price, per yard		14c
No. 53E1009	Brown.	Same design as No. 53E1007.
Price, per yard		14c
No. 53E1010	Red.	See illustration for design.
Price, per yard		14c
No. 53E1011	Green.	Same design as No. 53E1010.
Price, per yard		14c
No. 53E1012	Brown.	Same design as No. 53E1010.
Price, per yard		14c

# Fiber Veneer for Floors and Walls

## Looks Like Genuine Oak Wood But Costs Little

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

This Fiber Veneer is the only wall or floor covering on the market at a reasonable price which gives a perfect quartered oak effect because the designs are direct copies from the oak itself. For a border or margin around a carpet or rug it has no equal. Especially suitable for wall covering where an expensive wood effect is desired at a small cost. Dining room walls may be treated as follows: Paste the border beneath the plate rail, then finish the bottom of the wall with the body fiber veneer and when dry apply one or two coats of varnish, which will give you a surface that may be washed or polished the same as any wood-work or furniture. Should the border be too wide, it may be trimmed to any width desired. The strip of border that is cut off may be used above the baseboard.



Fiber Veneer is put up in rolls like above illustration.

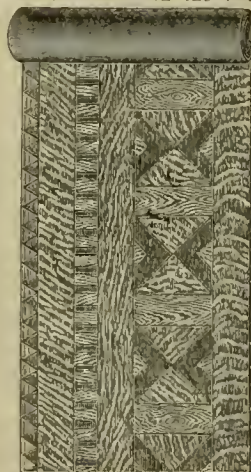
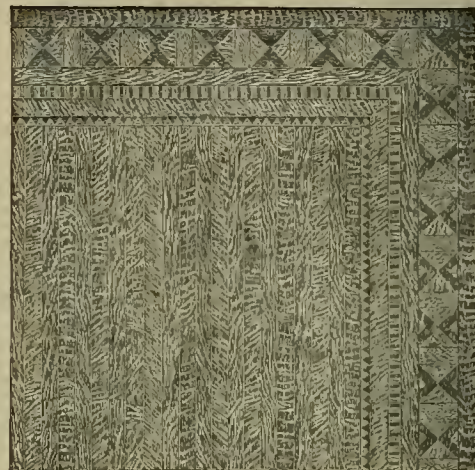


Illustration of Border.



How a floor will look covered with Fiber Veneer.

An old unsightly soft wood floor can be made to look like an expensive oak veneered floor with very little labor or expense.

Directions printed on back of each roll. One roll contains  $11\frac{1}{2}$  yards, 36 inches wide and will cover 100 square feet. Border is sold by the yard and is 18 inches wide.

- |             |   |        |
|-------------|---|--------|
| No. 53E1170 | Fiber Veneer Body, light oak, per roll.....   | \$1.15 |
| No. 53E1171 | Fiber Veneer Body, dark oak, per roll.....    | 1.15   |
| No. 53E1176 | Fiber Veneer Border, light oak, per yard..... | .10    |
| No. 53E1177 | Fiber Veneer Border, dark oak, per yard.....  | .10    |

We cannot fill orders for less than 3 yards of border.

Exceptional Values.

# ROOM MOLDINGS

Satisfaction Guaranteed.

## Decorated Molding.



Fancy Decorated Molding, 1½ inches wide. Finished in shades of the same color, delicately blended, gilt tipped ornaments. The illustration will give you some idea of the result; it is one of the prettiest produced. Furnished in following colors:

No. 53E1025 Light green bottom and cream top. Used in light green or cream papers.

Price, per foot.....2c

No. 53E1026 Green. Used with wall paper or decoration where the general color effect is green.

Price, per foot.....2c

No. 53E1027 Blue. Used with wall paper or decoration where the general color effect is blue.

Price, per foot.....2c

No. 53E1028 Brown. Used with wall paper or decoration where the general color effect is brown.

Price, per foot.....2c

No. 53E1029 Red top, green bottom. Used with wall paper or decoration where the general color effect is red or green.

Price, per foot.....2c

No. 53E1030 Light gray top and dark gray bottom. A candid molding for gray background papers.

Price, per foot.....2c

## Gilt Moldings.



No. 53E1032 All Gilt Fancy Molding, 1½ inches wide. The latest design. Used with any shade or color of wall decoration.

Price, per foot.....2c



No. 53E1033 Beautiful New All Gilt Molding, 1½ inches wide. The top part is beaded and has raised ornaments. May be used with any shade or color wall paper.

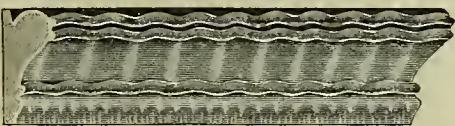
Price, per foot.....2c

## Gilt Moldings.



No. 53E1034 All Gilt Molding, 1½ inches wide. Palm leaf design. One of the latest patterns. Will look well with any pattern wall paper.

Price, per foot.....2c

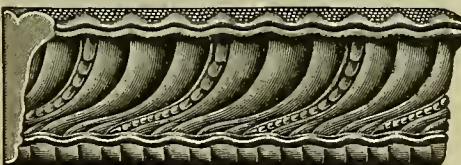


No. 53E1035 All Gilt Molding, 1½ inches wide. Plain design, yet very effective. Leading Chicago decorators are using this molding, which proves its merits.

Price, per foot.....2c



No. 53E1038 Fancy All Gilt Molding, 2 inches wide. Made in the new moire design. Used with any shade or color of wall paper. Price, per foot.....3c



No. 53E1039 All Gilt Molding, 2 inches wide. Heavy design. Very artistic and attractive.

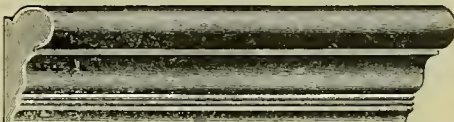
Price, per foot.....3c

## Gilt Moldings.



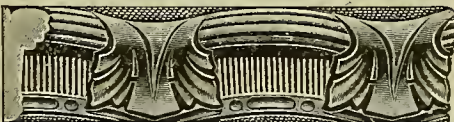
No. 53E1040 The Finest All Gilt Molding made, 2 inches wide. Lower part finished in bright gilt; upper part in burnished gilt. Sold elsewhere up to 10 cents per foot; our price less than half. Used with any color wall paper.

Price, per foot.....4½c



No. 53E1042 Burnished Gilt Molding, 1½ inches wide. The very best quality of gilt, will last for years. Lower part finished in mat gold and upper part highly burnished. No better on the market. Can be used in any room with any color wall decoration. Price, per foot.....3c

## Oxidized Gilt Moldings.



Oxidized Gilt Moldings will add immensely to the decoration of dining rooms, libraries, living rooms and dens. The finish is entirely new, resembling a 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. 53E1050 Oxidized Gilt Molding, finished in green, 1½ inches wide. Used with green or red background papers.

Price, per foot.....2½c

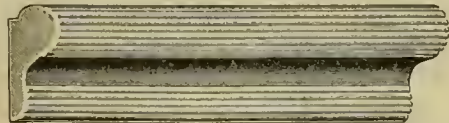
No. 53E1051 Oxidized Gilt Molding, finished in brown, 1½ inches wide. Used with brown, tan or cream papers.

Price, per foot.....2½c

### White and Enameled Moldings.



No. 53E1055 Polished White Enameled Molding, 1½ inches wide. Guaranteed the very highest grade of molding. Will look well with any light color wall paper or decoration. Can be used in parlors, dining rooms, bedrooms, etc.  
Price, per foot.....1½c

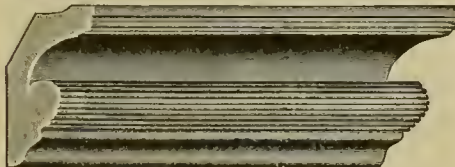


No. 53E1056 White and Gold Molding, 1½ inches wide, white enameled with ½-inch mat gold stripe running through center, producing a very pretty effect. Can be used with any light color wall paper or decoration.  
Price, per foot.....2½c



No. 53E1057 New White Molding, 1½ inches wide. Semi or half gloss finish. The prettiest and neatest molding on the market. As illustrated, this molding has three gilt lines. Used with any light color wall paper.  
Price, per foot.....2½c

### White Enameled Cove Molding.



No. 53E1088 White Enameled Cove Molding. The highest quality white cove molding made.  
Width, inches.....1¾ 2½ 3  
Price, per foot.....3c 5c 6c

### Ornamented Imitation Oak Molding.



No. 53E1066 Finest Ornamented Imitation Oak Molding made, 2 inches wide. Top part is beautifully grained and polished in exact imitation of quarter sawed golden oak and the ornaments are finished to match. Price, per foot.....3½c

### Imitation Oak and Pine Moldings.



Imitation Oak and Georgia Pine Moldings, nicely grained and polished. Guaranteed the best on the market. Used with any color wall paper or decoration.

No. 53E1068 Imitation Oak, 1½ inches wide. Price, per foot.....1½c

No. 53E1069 Imitation Oak, 2 inches wide. Price, per foot.....2c

No. 53E1070 Imitation Georgia Pine, 1½ inches wide. Price, per foot.....1½c

No. 53E1071 Imitation Georgia Pine, 2 inches wide. Price, per foot.....2c

### Veneer Grained Molding.



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

No. 53E1074 Veneer Grained Molding, 1½ inches wide. Price, per foot.....2c

No. 53E1075 Veneer Grained Molding, 2 inches wide. Price, per foot.....3c

### Combination Cove and Picture Moldings.

This molding can be used with or without wall paper borders. A popular way is to hang the side wall paper close to the ceiling and put up the cove molding, doing away with border.



Decorated Cove Molding, 1¾ inches wide. Finished in two shades of the same color, delicately blended with gilt tipped ornaments. Finished in the following colors:

No. 53E1081 Green. Used with wall paper where the general color effect is green.

Price, per foot.....3½c

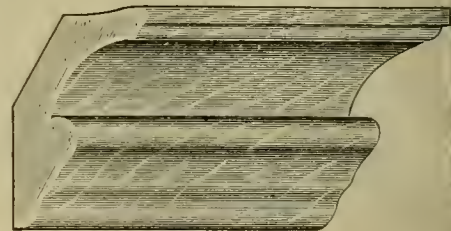
No. 53E1082 Brown. Used with wall paper where the general color effect is brown.

Price, per foot.....3½c

No. 53E1083 Cream. Used with wall paper where the general color effect is yellow or cream.

Price, per foot.....3½c

### Imitation Oak Cove Molding.



Imitation Oak Cove Molding. Pictures can be hung from this molding, being a combination picture and cove molding. It removes the sharp angles where the side wall connects with the ceiling and gives the ceiling a well finished appearance. Easily put up. Imitation oak, beautifully grained and highly polished. Will harmonize with any color wall paper or decoration.

No. 53E1085 Imitation Oak.  
Width, inches.....1¾ 2½ 3 4

Price, per foot.....2½c 4½c 5½c 6½c

All Gilt Cove Molding.



No. 53E1090 All Gilt Cove Molding. Used with any gilt wall paper. No better on the market.  
 Width, inches.....1¾ 2½ 3  
 Price, per foot.....4c 6c 8c

**FEW FACTS REGARDING THE QUALITY OF OUR ROOM MOLDINGS.**

**Handle Only Such Grades as We Know Will Give Satisfaction.**

Please remember these points in buying moldings, plate rails, etc. Manufacturers make these goods in different qualities; for example, we could offer you a 1½-inch imitation oak molding 1 cent a foot instead of 1½ cents a foot quoted in this book. We could sell you a white enameled molding at 1 cent a foot instead of 1½ cents a foot as we quote. We could sell you a fancy decorated molding at 1½ cents a foot if we used a cheaper grade of colors and gilt. However, these would not permanently satisfy our customers and we decline to handle such grades. We sell such a large quantity of the better grades of molding that the manufacturer quotes us an exceptionally low price, thus enabling us, on our one small profit plan, to give our exceptional values, selling as we do in every instance the better grades of room moldings at the same prices others ask for the inferior grades. Many firms endeavor to meet our price, but the majority of them sacrifice the quality of the moldings in order to do so; they are unable to sell sufficient quantities to get the lowest price from the manufacturer and they must needs make a larger profit than we do, so are compelled to purchase a cheaper grade of goods in order to meet our prices. You cannot afford to buy your moldings elsewhere.

WALL PAPER SAMPLE BOOK.

# Beadings and Corner Ornaments

Angle Beading.



No. 53E1100 Angle Beading. 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. Solid gilt, ¾ inch wide.  
 Price, per foot.....2c

Flat Beadings.



No. 53E1102 Ornamented Gilt Flat Beading. For paneling purposes. Can be used for a divider if a narrow molding is desired. 1 inch wide.  
 Price, per foot.....2c



No. 53E1106 Ornamented Gilt Beading, ½ inch wide. Used for paneling on ceiling and side wall. The gilt will not tarnish; we guarantee it. See No. 53E1112 and No. 53E1113 for corner pieces used in connection with beading.  
 Price, per foot.....1½c



No. 53E1107 Another Design Ornamented Gilt Beading. Very neat and attractive. ¾ inch wide. Used the same as our No. 53E1106 beading.  
 Price, per foot.....1½c

Burnished Beading.



No. 53E1108 Burnished Gilt Beading, ½ inch wide. Used for paneling, etc.  
 Price, per foot.....1½c

Oxidized Beading.



No. 53E1104 Oxidized Gilt Beading. 1 inch wide. For paneling and to be used for a divider in place of room moldings. See description of Oxidized Gilt Moldings on page 11.  
 Price, per foot.....2c

Rosettes.

No. 53E1112 All Gilt Carved Rosettes. Diameter, 2¼ inches. Used for corner pieces in connection with our gilt beading on panel work. Very artistic and pretty. Price, each....6c

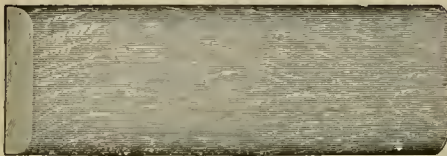


Corner Ornaments.



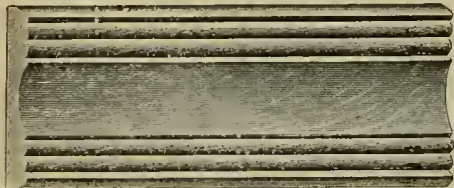
No. 53E1113 All Gilt Corner Ornaments. Used in connection with gilt beading for paneling on ceiling and wall. Very fancy. Measures 2½x4 inches. Price, each.....10c

### Chair Rails or Dividers.



**No. 53E1122** Solid Oak Plain Chair Rail. Very substantial and highly finished in the best French polish.

Width, inches..... 2 3  
Price, per foot.....3c 4½c



**No. 53E1125** Chair Rail, 2½ inches wide. Polished solid oak. Used as chair rail or as dado rail or divider. The finish is the very finest French polish that can be produced.

Price, per foot.....3½c



**No. 53E1126** Ornamental Divider or Chair Rail. Used as a dado molding, divider or chair rail. Made in beautifully grained imitation oak. French polished, with ornamented center polished to match. A neat and attractive molding.

Width, inches.....1½ 2 3  
Price, per foot.....3c 3½c 4c

### 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 on a piano.

The imitation oak is a perfect imitation of solid oak, nicely grained and polished.

**No. 53E1130** Solid Oak Plate Rail, 3-inch shelf. Price, per foot.....8c

**No. 53E1131** Solid Oak Plate Rail, 4-inch shelf. Price, per foot.....10c

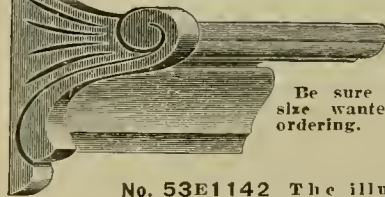
**No. 53E1132** Imitation Oak Plate Rail, 3-inch shelf. Price, per foot.....7c

**No. 53E1133** Imitation Oak Plate Rail, 4-inch shelf. Price, per foot.....9c

**No. 53E1136** Natural Pine, finished, 3-inch. Price, per foot.....7c

**No. 53E1137** Natural Pine, finished, 4-inch. Price, per foot.....9c

### Plate Rail Ends or Brackets.



Be sure to state size wanted when ordering.

**No. 53E1142** 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.

3-Inch Polished Oak. Price, each.....8c  
4-Inch Polished Oak. Price, each.....9c

**No. 53E1143**  
3-Inch Natural Pine. Price, each.....7c  
4-Inch Natural Pine. Price, each.....8c

### Photo or Card Rail.



**No. 53E1146** White Enameled Photo or Card Rail. A pretty rail for bedrooms, sewing rooms or any room with dainty wall decorations. Used in connection with white enameled molding and is usually placed 5 or 6 feet from the floor.

Width, inches..... 1 1½ 2  
Price, per foot.....3½c 5c 6c

### Unbleached Cheese Cloth.

**No. 36E162** 36-Inch Cream or Unbleached Cheese Cloth. Low in price, but a big value. Not as closely woven as our higher price number, but a quality that at the low price is well worthy your consideration. Adaptable for covering rough walls before papering, also for hotbed protection, etc. Put up in 32-yard pieces and sold only in this way.

Price, per 32-yard piece.....\$1.10

**No. 36E164** 36-Inch Cream or Unbleached Cheese Cloth. A much better quality than our No. 36E162, being more closely constructed and with more weight. Put up and sold only in 32-yard pieces.

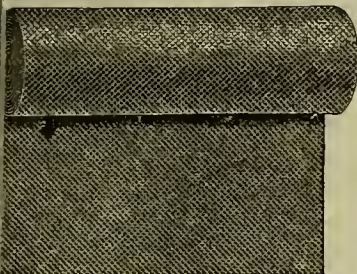
Specially priced at, per 32-yard piece.....\$1.10

## THE INTERIOR WOODWORK OF YOUR HOME

can be improved over 50 per cent in appearance by giving it a coat or two of varnish. In our Paint Color Sample Book we fully describe several grades of the best and most durable varnishes and stains on the market, at prices that save you nearly a dollar on every gallon you buy, as compared with prices for similar quality elsewhere. This book also quotes a full line of house paints, enamels, kalsomines, gold paints, brushes, etc. Write and ask for our Paint Color Sample Book. It will be mailed to you free and postpaid on request.



### Colored Burlap for Decorating.



Our Burlap for decorative purposes is the best manufactured. It is sized and ready to put on the wall, a coat of special sizing being on the back. Burlap is now extensively used for high class decorating, being principally used for lower parts of wall or wainscoting. It is pasted on the wall, same as wall paper, with any good wall paper paste. The material is 36 inches wide.

No. 53E25 Dark Red.  
Price, per yard.....18c  
No. 53E12 Dark Green.  
Price, per yard.....18c

No. 53E47 Brown. Price, per yard.....18c  
Burlap is recommended for schools, churches, stores, also halls, dining rooms and vestibules or residences.  
Samples mailed on application.

### PAPER BINDERS.

Used extensively as a divider and for paneling in place of wood moldings, also to join ceiling with side wall paper where drop ceiling is used. Sold only in 12-yard pieces. Be sure to state color wanted when ordering. All designs are 3 inches wide.

#### Set Figure Design Paper Binders.

May be used with floral or set figure design wall papers.

No. 53E3080 For light or medium blue background papers.  
No. 53E3081 For gray background papers.  
No. 53E3082 For tan or brown background papers.  
No. 53E3083 For dark green background papers.  
No. 53E3084 For red background papers.  
Price for 12-yard piece, any of above patterns.....8c

#### Floral Design Paper Binders.

Used in connection with floral papers only.

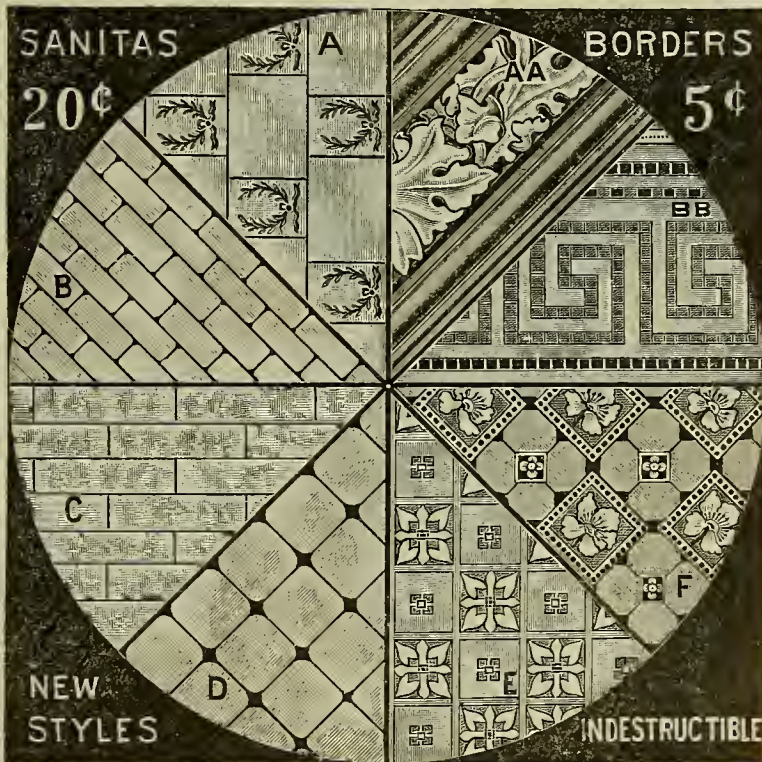
No. 53E3085 For white or cream background papers with yellow flowers.  
No. 53E3086 For white or cream background papers with pink or red flowers.  
No. 53E3087 For gray background papers with pink or red flowers.  
No. 53E3088 For blue background papers with pink or red flowers.  
No. 53E3089 For light green background papers with pink or red flowers.  
No. 53E3090 For cream or tan background papers with pink or red flowers.  
No. 53E3091 For cream or tan background papers with blue flowers.  
No. 53E3092 For dark green background papers with pink or red flowers.  
Price for 12-yard piece, any of above patterns.....8c

WALL PAPER SAMPLE BOOK.

### Sanitas Washable Wall Covering.

Width, 47 inches. The genuine Sanitas, advertised in all leading magazines by Standard Oilcloth Company. Applied to walls same as wall paper. When soiled, clean with damp cloth. Recommended for kitchens, pantries and bathrooms; also for living rooms. Each pattern excepting E, furnished in blue or green. Pattern E comes in blue only. State color wanted and be sure to mention the letter which designates the pattern you prefer. We also carry a line of plain colors. Samples free on request.

No. 36E2500 Price, any pattern shown, per yard, 20c; full piece of 12 yards...\$2.25

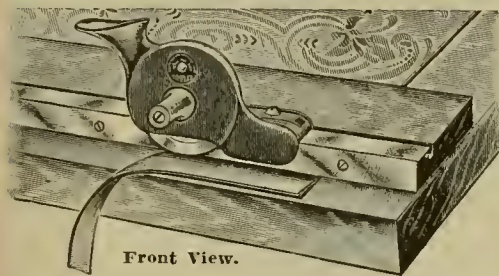


#### Sanitas Washable Border.

Two patterns, AA or BB, in blue or green. Width—7 inches. Mention pattern and color wanted.  
No. 36E2500 Price, per yard, 5c; 12-yard piece for.....55c

# Householders' Wall Paper Trimmer \$2<sup>10</sup>

THE RELIABLE SIMPLEX TRIMMING OUTFIT. YOU SHOULD NOT BE WITHOUT THIS WONDERFUL WALL PAPER TRIMMING OUTFIT IF YOU DO YOUR OWN PAPERING.



Front View.

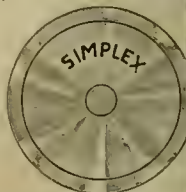
It will pay you to have this wall paper trimming outfit in your home. With it you can trim all the paper in one-quarter of the time it would take with the old method of using shears and, instead of an irregular edge, you will have a clean cut smooth edge, which will enable you to match the paper perfectly and more easily, consequently you can do the entire work in much less time. One of our customers says: "Had I known how much better I could hang paper with one of these Simplex Trimming Outfits I would have purchased one years ago, even at the former price of \$4.00 an outfit." The customer referred to owns his own home of six rooms and has found it profitable to have a trimming outfit even though he does not paper every year.

This Simplex Wall Paper Trimming Outfit was originally made for the paperhanger and sold at \$4.00, but since we purchased the patents, making the outfits in our own factory, we have been able to reduce the price to \$2.10 an outfit, all complete. While a few house owners purchased these outfits at the former high price, knowing of their convenience, thousands have bought them since we reduced the price.

No paperhangers' table necessary. Three pieces of board 8 inches wide and about 7 feet in length will make a good a table for the purpose as the manufactured ones. Tack the long piece of zinc on one of the boards near the edge then take the three boards, the one with the zinc strip toward you, lay them side by side and have the ends rest on two tables or any other support, and your table is ready for trimming the paper.

The entire outfit occupies but very little space and can be stored away after you are through with your papering as there is nothing about it that will get out of order. Your money returned if it is not satisfactory.

- No. 30E2854 Simplex Trimmer Outfit, complete, with 7-foot all metal straight edge. Price...\$2.95
- No. 30E2855 Simplex Trimmer Outfit as above, but with 6-foot all metal straight edge. Price. 2.75
- No. 30E2856 Simplex Trimmer Outfit, complete, with 6-foot wood straight edge. Price..... 2.10
- No. 30E2857 Simplex Trimmer Outfit, complete, with 7-foot wood straight edge. Price..... 2.25
- No. 30E2859 Extra Simplex Trimmer Blades, same high quality as furnished with trimmer.
- Price, each..... .15



## Paperhangers' Seam Rollers.

Seam Rollers are guaranteed the very best, and with care will last a lifetime. A seam roller is necessary to do good smooth work, and as our prices are very low pay you to include a roller with your order for wall

**No. 30E2800** Large Seam Roller, 1 3/4 inches wide, 1 1/2 inches in diameter. Maple roller, polished handle. Weight, 4 ounces. Price .....12c

**30E2801** Maple Seam Roller, 1 inch wide, polished. Weight, about 3 ounces. Price .....8c

**No. 30E2802** Seam Roller, 1 1/4 inches wide, flat face, rubber covered. Shipping weight, 5 ounces. Price .....9c

**30E2803** Celluloid Covered Seam Roller. This is the same as No. 30E2802, but has a celluloid cover-plate of rubber. One of the most practical low priced made. Weight, 3 ounces. Price.....12c

**30E2806** Side Arm Roller, bevel face, celluloid, 1 inch wide. The handiest manufactured. Indispensable for casings, door casings and frames. Shipping weight, 5 ounces. Price.....28c

**No. 30E2807** Same style as above, but with wood roller. Weight, 3 ounces. Price..14c

**30E2812** The Zylonite Roller, oval face. For the best of paperhangers; will wear out. Shipping weight, 3 ounces. Price.....53c



A Very Satisfactory Roller. Width, 8 inches.



**No. 30E2808** Smoothing Roller. Price.46c

## Wheel Knives, Base Trimmers, Etc.

Our Paperhangers' Tools are made of select material. Should a blade or any part break, due to a defect in the material, we will replace the tool free of charge.

**No. 30E2820** Wheel Knife for Trimming Wall Paper. Shoulder on both sides. Blade 2 inches in diameter. Shipping weight, 3 ounces. Price .....20c

**No. 30E2822** Base Trimmer. Serrated edge, iron handle. A handy tool for trimming around casings, frames, etc. Shipping weight, 5 ounces. Price.....22c

**No. 30E2824** Wall Paper Trimmer or Wheel Knife. The thumb rest directly over the wheel will enable you to cut several thicknesses of paper, with very little pressure. Blades are made of the best tempered steel, 2 inches in diameter. Price.....42c

**No. 30E2826** Wheel Combination Base Trimmer and Paper Knife. No paperhanger should be without this handy tool. Shipping weight, 5 ounces. Price.....35c

**No. 30E2828** Wheel Knife. Offset handle, a very handy tool. 2-inch blade. Nickel plated frame. Shipping weight, 6 ounces. Price .....35c

**No. 30E2830** Base Trimmer, for trimming around casings, frames, etc. Short bevel plain edge, case hardened, nickel plated steel bracket, polished maple handle. Blade, 1 1/2 inches in diameter. Weight, 3 ounces. Price.....20c

**36c** **No. 30E2832** The Simplex Rotary Knife. Will cut ten thicknesses of Ingrain, four thicknesses of Burlap, also cut Linacrusta with ease. The handle fits the hand perfectly. Highly nickel plated. Weight, 8 ounces. Price.....36c

**Knife for Cutting Out Wall Paper Borders and Making Stencils.**

**No. 30E2837** Stencil Knife for cutting stencils and cutting out wall paper borders. Makes a clean cut. Blade is made of best razor steel. Swivel joint. Price .....38c

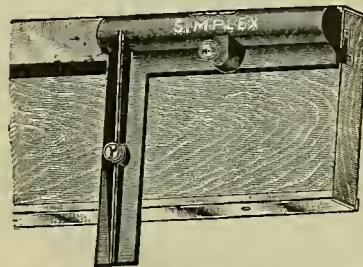
## Perforating Wheel for Cutting Out Wall Paper Borders.



**No. 30E2836** You can do better and quicker work with this tool than with scissors or shears. Handle is made of brass; wheel of hard steel. Swivel joint. Price.....30c  
Illustration below shows how tool is used.



## Simplex Plumb and Level.



May be used on either Simplex all metal or wood straight edge. Will not drop, slide or shake off. Not necessary to hold when obtaining plumb or level, thus leaving the hands free for marking. Made entirely of bronze and will be found a valuable addition to the paperhanger's tool kit.

**No. 30E2853** Simplex Combined Plumb and Level. Price, each.....45c

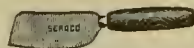
## Nolan's Patent Folding Straight Edge.

Something New. Convenient for Carrying on Street Cars.

No. 30E2865  
Folds up into half its length. Made of three strips of high-quality thoroughly seasoned pine and red birch, brass bound on both sides, will fit ideally. Simplex and Standard trimmers. Guaranteed not to warp or twist and to remain perfectly true.  
Price, 7 feet long, each.....\$2.95

## Paperhangers' Knives.

No. 30E2934 Square point; finely tempered steel; blade, 3 inches long. Shipping weight, 3 ounces.  
Price .....12c



No. 30E2936 Round point; best of steel blade, 3 inches long. Shipping weight, 3 ounces.  
Price .....12c



No. 30E2924 Scraping Knife, best steel blade, cocobolo handle, lap bolster. Weight, 5 to 7 ounces. Width blade, in.... 3 4  
Price .....35c 50c



## Folding Pasting Table.

The best on the market. Made of the very best material. Strong and light in weight, with space and hooks for carrying straight edge and tools. 22 inches wide open. 11 inches closed. Shipping weight, 20 to 23 pounds.



Prices quoted do not include tools.

No. 30E2840 Price, 7 feet long.....\$2.50  
No. 30E2841 Price, 8 feet long..... 2.60

## Nolan's Patent Folding Paste Board.

Convenient for Carrying on Street Cars.



No. 30E2843 The strongest folding board on the market. Made of the best selected seasoned and kiln dried lumber. Braces furnished with each board. Can be folded very compact for carrying. Folds up into half its length, forming a bundle 42 inches long, 11 inches wide. These boards are guaranteed not to warp or sag in the middle. Weight, 17 pounds.  
Price, 7 feet long, each.....\$2.54

## Ruled Knife Straight Edge.

WITHOUT BRASS.

Made of the best lumber and is as true as a straight edge can be made. Made of five pieces, hard maple on outer edges. This is not the cheap straight edge usually found on the market.



No. 30E2866 Length, 6 feet. Price.....55c  
No. 30E2867 Length, 7 feet. Price.....65c  
No. 30E2868 Length, 8 feet. Price.....80c

## Improved Paste Board.



This paste board is made of 1/2-inch thick, clear, air dried white-wood, built up of several boards, tongued and grooved, and glued to prevent dishing. Four battens to prevent warping and linged with three hinges. A better board cannot be made. 22 inches wide, open; 11 inches wide, closed.

A zinc strip furnished with each board.

No. 30E2842 Length, 6 feet. Price.....\$1.20  
No. 30E2845 Length, 7 feet. Price..... 1.33  
No. 30E2847 Length, 8 feet. Price..... 1.45

## Folding Box Paste Board.

No. 30E2846 The handiest paste board made. Folds into space 8 inches wide by 2 inches deep and will hold straight edge, trestles and tools, so that the entire outfit can be easily carried. Notches hold boards rigid on trestles. 24 inches wide when open. Weight, about 15 pounds.  
Price, 7 feet long.....\$1.60



## Nolan's Patent Folding Trestles.



Price, per pair.....88c

No. 30E2849 Strongest and most practical made. All joints are strengthened with special steel clamps so there is no danger of splitting the sticks where the bolts pass through. Made of very best material. These trestles will stand more heavy work and rough usage than any other. Return them if not as represented.

## Paperhangers' Shears.

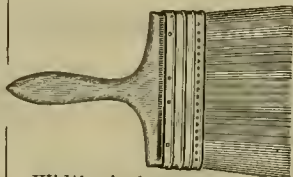
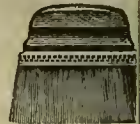


No. 30E2834 Wilbert Paperhangers' Bankers' Shears. Nickel plated steel laid blade and enameled handles. Fully warranted. Shipping weight, 10 to 14 ounces.

Size, inches.....10 12 14  
Length of cut, inches.....5 3/4 7 8  
Price .....60c 70c 98

## Paperhangers' Paste Brushes.

No. 30E3134 Mixed white and gray bristles, all hair, no fiber, double nailed, leather bound. Width, 7 1/4 inches; length of bristles, 3 1/4 inches.  
Price .....48c

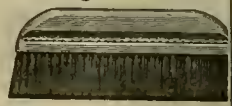


No. 30E3135 For the professional paperhanger. A well made, high grade brush with long Russian bristles galvanized bands.

Width, inches.....7 7  
Length of bristles.....4 1/4 4 3/4  
Price .....\$1.40 \$1.7

## Paperhangers' Smoothing Brushes.

No. 30E3130 Householders' Smoothing Brush. A brush of this kind is necessary to insure a good smooth job of paperhanging. Made of selected elastic gray fiber that will not scratch or tear the paper. This brush should not be compared with the heavy coarse fiber brushes that are usually sold at from 10 to 15 cents.  
Price .....10



No. 30E3132 Paperhangers' Smoothing Brush. Two rows stiff Chinese bristles, 2 inches long wire bound.

Width, inches.....10 12  
Price .....55c 70

## WALL PAPER SAMPLE BOOK.

**Seroco Perfect Cold Water Dry Paste.**

No Smell. No Vermin. No Waste.



**No. 30E2788** Dissolves immediately in cold water. Makes the best transparent and snow white paste. Can be made to any consistency by adding more or less of the dry paste. It is very adhesive and the most economical dry paste on the market. Convenient, saves time, is mixed at the job and is ready for immediate use. Warranted chemically

pure, will never sour, and can be used to hang any kind of wall paper.

- Price, per 2½-pound package.....\$0.20
- Price, per 25-pound pail..... 1.75
- Price, per 100-pound drum..... 6.00

One 2½-pound package will make a large pail ready to use paste.

**Seroco Prepared Paperhangers' Sizing.**

Dissolves Instantly in Cold Water.

**No. 30E2790** Unequaled for sizing walls which have been painted or varnished or on new or rough walls. Painted walls will not take paste before being sized; new walls are very porous and absorb the paste, resulting in the wall paper becoming loose. With this preparation anyone can hang wall paper on new, painted or varnished walls with the assurance that the wall paper will stick. One pound will make 1 gallon of sizing ready for use.



- Price, per 2-pound package.....\$0.20
- Price, per 5-pound package..... .45
- Price, per 25-pound drum..... 2.00

**Seroco Patent Prepared Paste Flour.**

Only Boiling Necessary.

**No. 30E2786** Warranted never to sour and to make the strongest 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.

- Price, per 1-pound package.....\$0.10
- Price, per 25-pound drum..... 1.50



Used as a Chair.

**Folding Stepladder.**

**No. 30E2951** This Combination Stepladder and Kitchen Chair will prove very useful to the housewife for it is just high enough to use in hanging curtains, dusting picture moldings, washing top windows and is always working, never in the way. When not in use may be folded and used as a chair. Made of hardwood and varnished in light color. Height when extended, 3 feet. Weight, about 10 pounds.

Price .....\$1.20

\$1<sup>20</sup>/<sub>100</sub>



Used as a Stepladder.

**Painters' Trestles or Stepladders.**



95c

**No. 30E2949** Made of clear selected pine, very light in weight, yet strong. Braces so arranged that plank can be put on either step. Steps are braced with irons in front and back. Weight, 3½ pounds per foot.

Height	Price
5 feet.....	\$0.95
6 feet.....	1.14
8 feet.....	1.52
10 feet.....	1.90

**A Substantial Stepladder.**



75c

**No. 30E2948** This is in our opinion the very best Stepladder ever put on the market. Every step is securely braced with a hardwood girder or truss. This ladder, in addition to a handy pail shelf, has double flanged steel hinge cleats riveted to top and sides and is fitted with a folding angle iron lock brace. A very safe and durable ladder and worth a great deal more than the price we ask. Weight, about 2¾ pounds a foot.

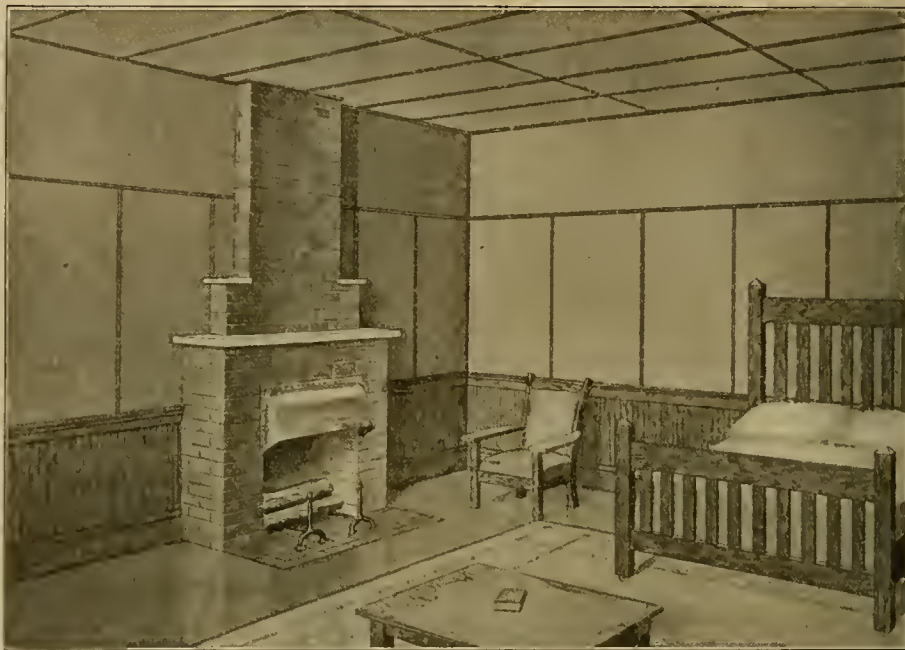
Height	Price
5 feet.....	\$0.75
6 feet.....	.88
8 feet.....	1.16

# BLUE PLASTER BOARD

A Strong, Tough Cardboard, Used With Good Results as a Substitute for Lath and Plaster.

Less than  $\frac{1}{4}$  cent a square foot for our Fulton Brand Blue Plaster Board. This material is being used very extensively in camps, cottages, bungalows, etc., as a substitute for lath and plaster. Wall paper may be used over it, or by covering the seams with one-half round molding a very neat paneled effect may be had. See illustration.

Fulton Brand Blue Plaster Board is light weight cardboard, less than 1-16 of an inch in thickness, made only in AA grade from carefully selected stock and makes a sheet exceedingly strong and durable. In color it is a pleasing shade of blue, and where the one-half round molding (used for covering the seams) is painted white, the color combination of the Blue Plaster Board and the white molding is very pleasing. It is put on with ordinary bill-posters' tacks; or any large headed tack will do. If Blue Plaster Board is to be covered with wall paper, we recommend that a narrow strip of cheese cloth be pasted over all joints. This prevents the wall paper from cracking at the seams after it becomes dry. As a sheathing paper it would be hard to obtain a stronger or tougher paper for the purpose than our Fulton Brand Blue Plaster Board.



Interior of Summer Cottage Lined With Blue Plaster Board.

Blue Plaster Board is shipped direct from our Chicago store or from warehouse in Kansas City, Mo. It can be included with your order for wall paper or other merchandise.

Catalog No.	Number of Square Feet per Roll	Width, Inches	Weight, Pounds	Price, per Roll, From Kansas City	Price, per Roll, From Chicago
63E3012	250	36	30	\$0.61	\$0.52
63E3013	500	36	60	1.14	1.00



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**3** CENTS  
A Double Roll

# The Spray

A full 16-yard roll of new wall paper in the latest design at 3 cents a double roll. Suitable for papering kitchens, bedrooms, etc. This paper is made without background coloring, the design being printed directly on the raw paper. It is therefore very much lighter in weight, and as it costs just as much to hang this paper as the more serviceable heavy background paper, we recommend that you select one of the rich, heavy background papers. While 26 cents pays for sufficient of this paper to paper an ordinary room, less than \$1.00 will secure for you one of our rich, heavy background papers, which will wear longer, look better and be less susceptible to dust and dirt.

This paper is made with a 9-inch border. Ceiling has decorations to harmonize.

No. 53E101 Wall, per double roll..... 3c  
 No. 53E2101 Border, 9 inches wide, per yard..... 1/8c  
 No. 53E102 Ceiling, per double roll..... 3c

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back.

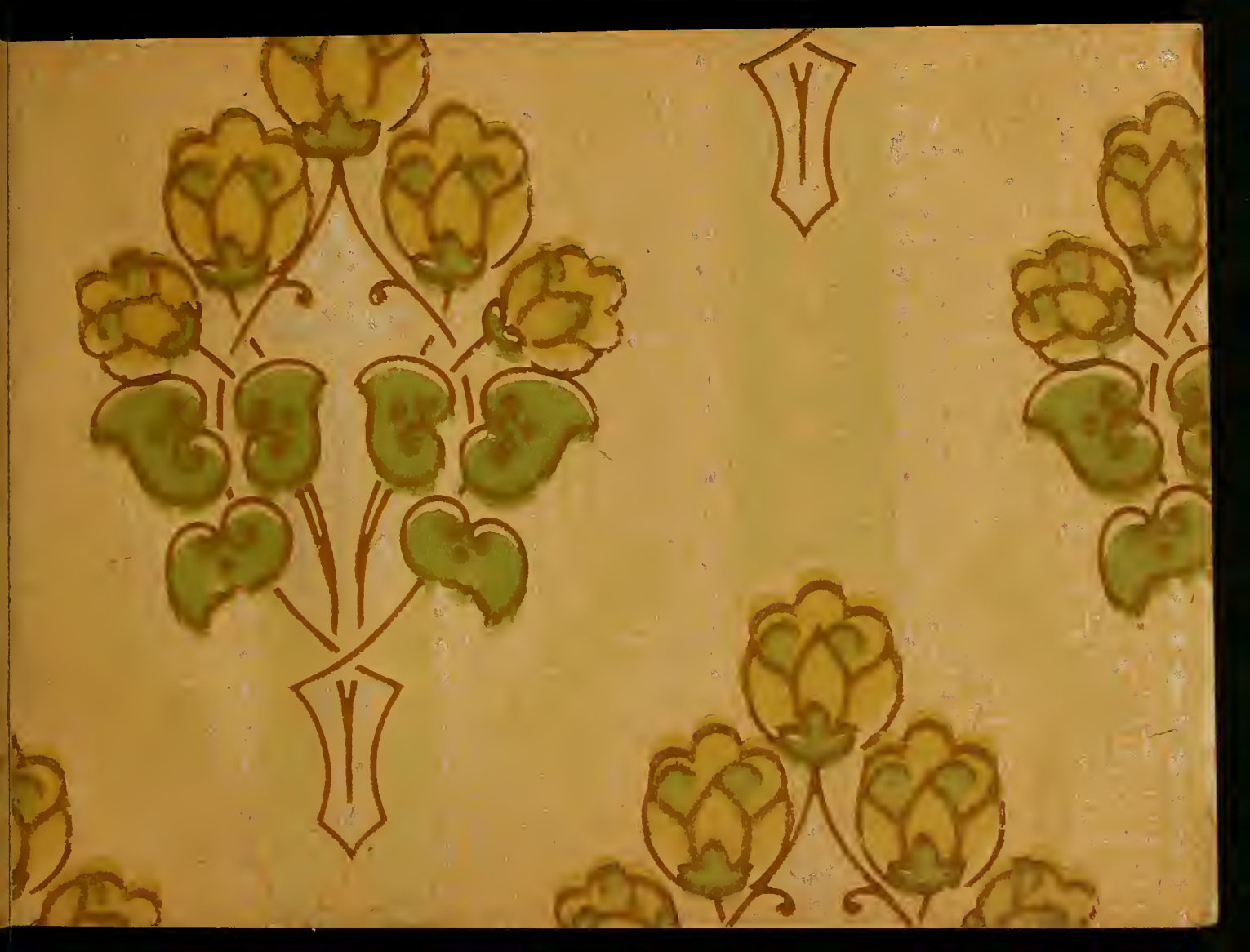


CEILING.

BORDER.

SIDE WALL.







CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**5** CENTS  
A Double Roll

*The Newell*

If you examine and compare this artistic pattern for which we ask only 5 cents a double roll of 16 yards with others, we are positive that you will then favor us with your wall paper order.

The white background with the small silver mica print supported by clusters of flowers and foliage presents a beautiful contrast and makes a pattern of which you will not tire.

Suitable for small bedrooms and hall. The illustration shows side wall, border and ceiling as it appears on the walls. Border is 9 inches wide and, together with ceiling, is nicely colored.

Remember, whether you do the work yourself or hire someone to do it, it costs just as much to hang a very cheap paper as it does to hang high grade paper and, since we can supply you with the highest grade of paper it is possible to make, at 10 to 25 cents a double roll, papers that sell ordinarily at 30 to 60 cents a double roll, it will be to your interest to select one of our high grade heavy weight papers.

- No. 53E105 Wall, per double roll. . . . . 5c
- No. 53E2105 Border, 9 inches wide, per yard. . . . . 1/4c
- No. 53E106 Ceiling, per double roll. . . . . 5c

Any of the following Moldings Nos. 53E1028, 53E1055, 53E1068, 53E1070 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back.



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet



CEILING.

BORDER.

SIDE WALL.

**6** CENTS  
A Double Roll

*The Wild Rose*

It is surprising how low our prices are on such good value paper but when you take into consideration that we buy our raw stock by the carload, manufacture our own wall paper colors, print the paper in our own modern wall paper mill and then sell it on our one small profit plan, eliminating all middlemen's profits, you will better understand that we are alone in the wall paper field when low price and high qualities are considered.

Papers on this order may be appropriately used for sitting rooms, bedrooms and small parlors.

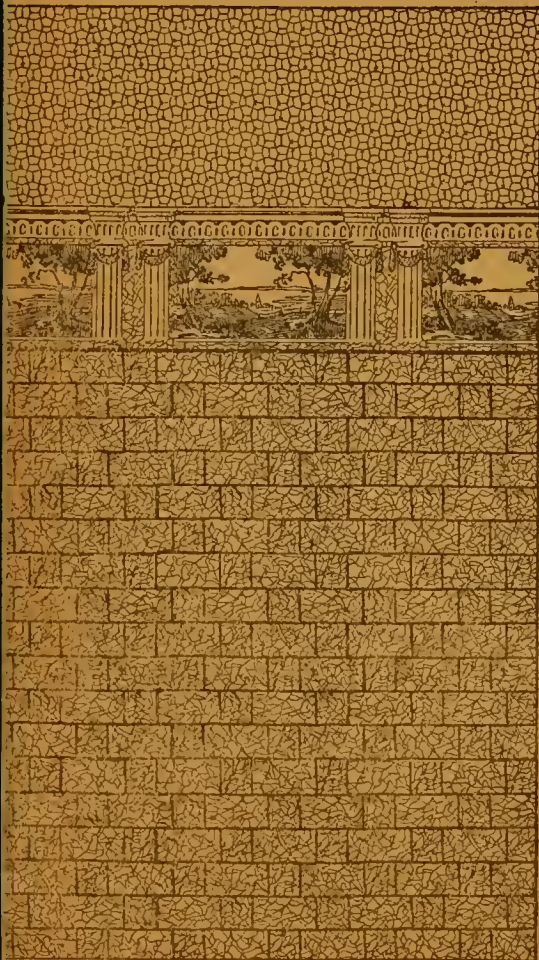
Border is 9 inches wide and shows green forestry indented with red and pink flowers with brown scroll work at bottom. Ceiling has floral decoration with light green background.

- No. 53E107 Wall, per double roll. . . . . 6
- No. 53E2107 Border, 9 inches wide, per yard. . . . . 1/4
- No. 53E108 Ceiling, per double roll. . . . . 6

Any of the following Moldings Nos. 53E1026, 53E1068, 53E1070 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**7** CENTS  
A Double Roll

*The Crystal*

All our papers are carefully made and tastily colored. Our new marble brick design shown in this pattern is something unusually nice for kitchens and bathrooms.

The marble brick designs offered for sale by other wall paper dealers usually present too much of a sameness. In this pattern we show something out of the ordinary.

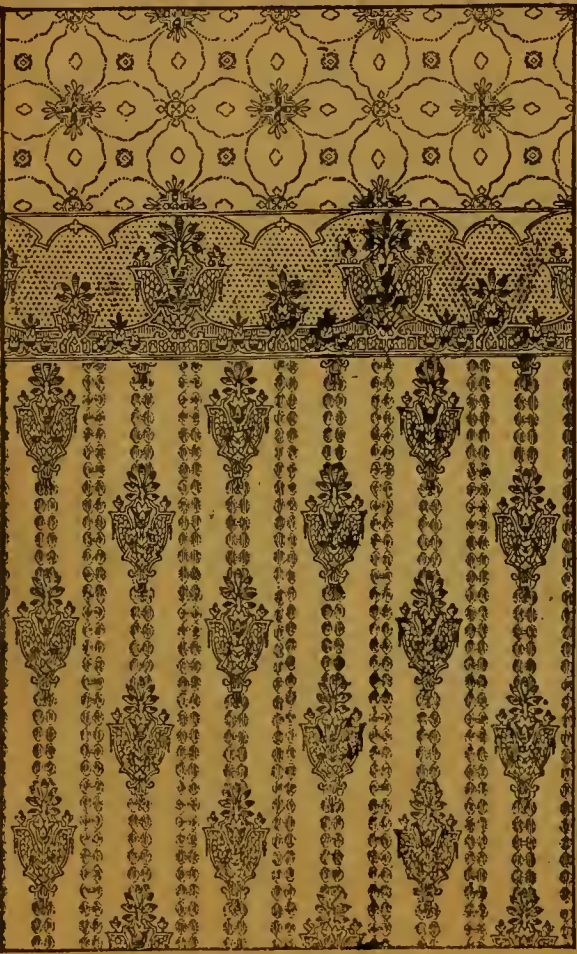
Border is 9 inches wide and shows a beautiful landscape with forestry. Ceiling has light green ground with green figure and silver moire effect. See illustration on this page for appearance of side wall, border and ceiling when on the walls.

- No. 53E109 Wall, per double roll..... 7c
- No. 53E2109 Border, 9 inches wide, per yard..... 1/2c
- No. 53E110 Ceiling, per double roll..... 7c

Any of the following Moldings Nos. 53E1068, 53E1070 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back.





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**7** CENTS  
A Double Roll

*The Bagdad*

Pearl gray background paper with a beautiful overprint in small white and gray figures. The large decoration consists of red tulips supported by green scroll work, which makes, in our opinion, one of our best offerings in a low priced paper, a paper you would have difficulty in purchasing elsewhere at double our price. This pattern will make an excellent decoration for halls, small parlors and living rooms.

Border is 9 inches wide and, together with light gray ground ceiling, nicely decorated to harmonize with side wall.

Remember, whether you do the work yourself or hire someone to do it costs just as much to hang a very cheap paper as it does to hang high grade paper and, since we can supply you with the highest grade of paper it is possible to make, at 10 to 25 cents a double roll, papers that sell ordinarily at 30 to 60 cents a double roll, it will be to your interest to select one of our high grade heavy weight papers.

- No. 53E115 Wall, per double roll. . . . . 7
- No. 53E2115 Border, 9 inches wide, per yard. . . . . 1/2
- No. 53E116 Ceiling, per double roll. . . . . 7

Any of the following Moldings Nos. 53E1030, 53E1068, 53E1070 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

8 CENTS  
A Double Roll

*The Wrightwood*

Cream background paper with a unique overprint in small tan figures. The large decoration portrays green forestry on cream and blue ground surrounded by a framework of red dots and lines neatly arranged.

This pattern will make an excellent decoration for halls, parlors and dining rooms and you will make no mistake in ordering it for any of these rooms.

Border is 18 inches wide and shows large green medallions beautifully decorated. Ceiling has cream ground with beamed effect design. See illustration on this page for entire pattern.

- |             |                                       |    |
|-------------|---------------------------------------|----|
| No. 53E111  | Wall, per double roll.....            | 8c |
| No. 53E2111 | Border, 18 inches wide, per yard..... | 1c |
| No. 53E112  | Ceiling, per double roll.....         | 8c |

Any of the following Moldings Nos. 53E1028, 53E1066, 53E1068, 53E1070 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back.



CEILING.

BORDER.

SIDE WALL.





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

8 CENTS  
A Double Roll

# The Queen Amelia

A dainty blue wall hanging suitable for small parlors and bedrooms.

The decorations consist of red and silver floral clusters. The red clusters are joined with blue lace effect ribbon streamers which makes a very pleasing pattern.

We show a 9-inch border for this pattern that blends to a delicate blue ceiling, both with harmonizing decorations.

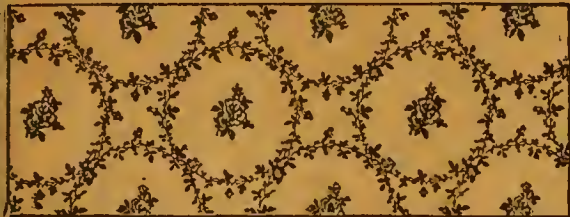
Remember, whether you do the work yourself or hire someone to do it, it costs just as much to hang a very cheap paper as it does to hang high grade paper and, since we can supply you with the highest grade of paper it is possible to make, at 10 to 25 cents a double roll, papers that sell ordinarily at 30 to 60 cents a double roll, it will be to your interest to select one of our high grade, heavy weight papers.

- No. 53E113 Wall, per double roll..... 8c
- No. 53E2113 Border, 9 inches wide, per yard..... 1/2c
- No. 53E114 Ceiling, per double roll..... 8c

Any of the following Moldings Nos. 53E1027, 53E1055, 53E1068 and 53E1070, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back.





CEILING.



BORDER.



SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**8** CENTS  
A Double Roll

*The Lola*  
Borders furnished in 9 or 18-inch width.

A delicately colored decoration with pure white background relieved by silver mica stripes. A most cheerful paper for parlors, dining rooms, bedrooms, etc. Very dark parlors or bedrooms can be made cheerful and bright with this decoration, and the design is such that it will adapt itself to large or small rooms and look well. A comparison will convince you that we are making better papers, in quality of stock, design and coloring, and selling them at prices lower than any other house. Send us your order; if not satisfactory, return the paper at our expense.

We furnish two different width borders with this pattern, one 9 inches wide and the other 18 inches wide. The ceiling has white ground and is nicely decorated to match the border and side wall. See illustration on this page showing entire combination with 18-inch border.

- No. 53E119 Wall, per double roll. . . . . 8c
- No. 53E219 Border, 9 inches wide, per yard. . . . . 1/2c
- No. 53E319 Border, 18 inches wide, per yard. . . . . 1c
- No. 53E120 Ceiling, per double roll. . . . . 8c

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back.



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**8** CENTS  
A Double Roll

*The Oxford*  
Borders furnished in 9 or 18-inch width.

A striking pattern is here offered, one that will surely appeal to anyone looking for a beautiful pattern at a low price. Particular attention was given to the colorings and we surely succeeded in making this pattern one of our best offerings at this price.

The background of gray with overprint in two decided styles helps wonderfully in making this number one of the best on the market. For a bedroom you can find no better pattern. Also very desirable for living rooms or halls.

The illustration on this page gives you a fair idea of the entire combination with 18-inch border. We are showing a number of patterns this season with which we furnish either a 9 or 18-inch border. This is one of them and you will readily see the advantage of same. Ceiling is on a light ground and harmonizes nicely.

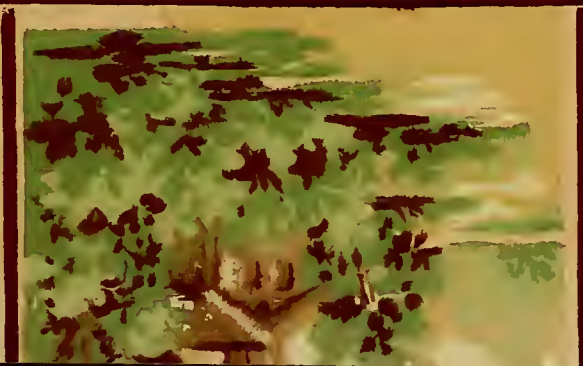
No. 53E121	Wall, per double roll . . . . .	8c
No. 53E2121	Border, 9 inches wide, per yard . . . . .	1/2c
No. 53E3121	Border, 18 inches wide, per yard . . . . .	1c
No. 53E122	Ceiling, per double roll . . . . .	8c

Any of the following Moldings Nos. 53E1066, 53E1068, 53E1070 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back.







For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**9** CENTS  
A Double Roll

*The Newport*

We show in this pattern a pretty tile designed with a scenic and forestry effect, a little different from the usual tiles that are recommended for bathrooms, kitchens or passage ways where a color is wanted that is not too dark and will not readily show soil.

The illustration on this page gives an excellent idea of side wall, border and ceiling when used together. You will make no mistake in ordering this pattern. Especially adapted for purposes stated above, but may be used with satisfaction in small stores, offices, etc.

Border is 9 inches wide and represents a typical mountain and chapeau scene. Ceiling nicely decorated to match.

No. 53E117 Wall, per double roll..... 90

No. 53E2117 Border, 9 inches wide, per yard..... 1/20

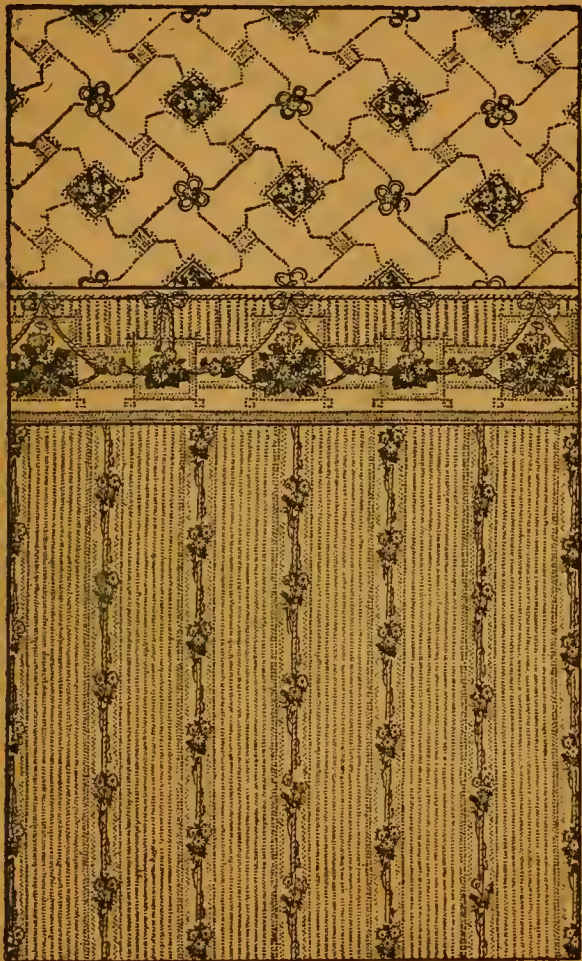
No. 53E118 Ceiling, per double roll..... 90

Any of the following Moldings Nos. 53E1068, 53E1070, 53E1074 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back







CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**9** CENTS  
A Double Roll

# The Irene

We are pleased to offer our customers this pattern, which is an artistic design and color, is without a peer. The ever increasing demand for a paper of this medium gray coloring with the very dainty lace effect background interspersed with the delicate running vine of daisies gives a very beautiful effect which we are sure will give satisfaction. The design is very suitable for parlors, living rooms or bedrooms.

The border is 9 inches wide and beautifully decorated with clusters of daisies and pink ribbon effect streamers. Ceiling has light gray ground and is decorated to harmonize. Illustration on this page of side wall, border and ceiling gives you an excellent idea of this combination when on the walls.

- No. 53E123 Wall, per double roll. . . . .
- No. 53E2123 Border, 9 inches wide, per yard. . . . .
- No. 53E124 Ceiling, per double roll. . . . .

Any of the following Moldings Nos. 53E1030, 53E1055, 53E1068, 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**9** CENTS  
A Double Roll

# The Melrose

Very pretty yellow floral design on white background. The peculiar silver mica overprint of lattice work used in this pattern sets off the remaining decorations in excellent style and makes this number very suitable for parlors and bedrooms.

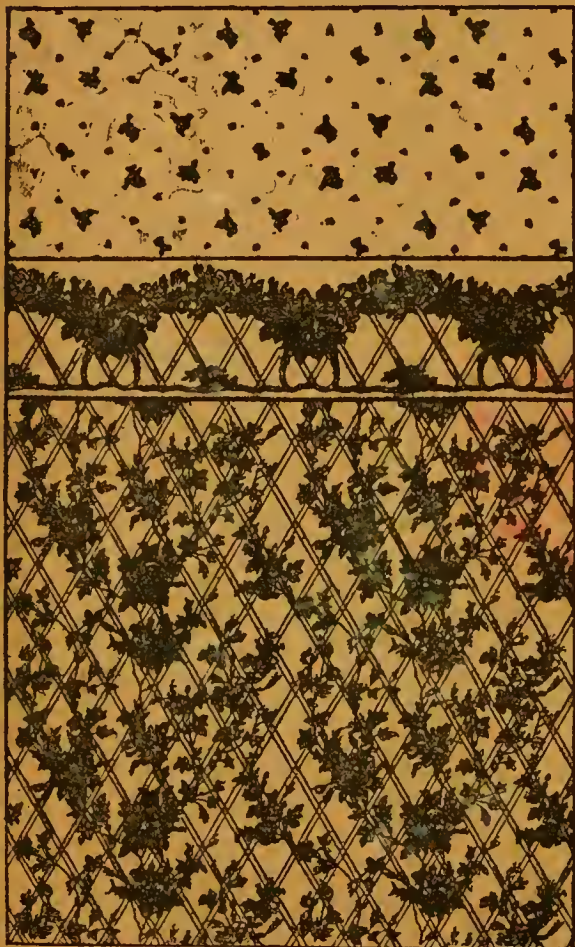
Border is 9 inches wide and is prettily decorated with yellow roses. Ceiling is on white background decorated with silver cross lines and small yellow roses.

Remember, whether you do the work yourself or hire someone to do it costs just as much to hang a very cheap paper as it does to hang high grade paper and, since we can supply you with the highest grade of paper it is possible to make, at 10 to 25 cents a double roll, papers that sell ordinarily at 30 to 60 cents a double roll, it will be to your interest to select one of our high grade, heavy weight papers.

- No. 53E131 Wall, per double roll..... \$
- No. 53E2131 Border, 9 inches wide, per yard..... 1/2
- No. 53E132 Ceiling, per double roll..... \$

Any of the following moldings Nos. 53E1055, 53E1068, 53E1070 and 53E1088, may be used with this paper. For prices and descriptions see from pages of this book.

Each Sample Has Price and Description Printed on Back

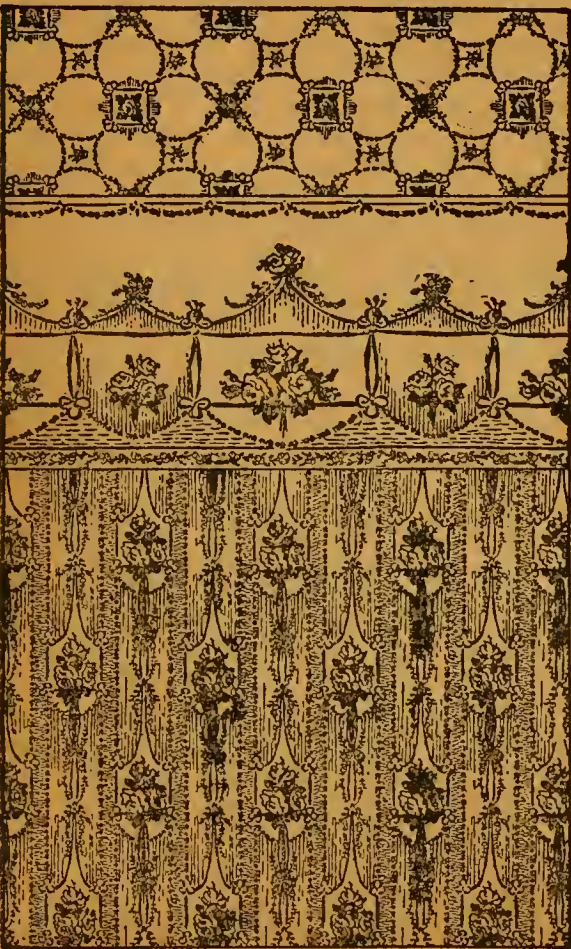


CEILING.

BORDER.

SIDE WALL.





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**9** CENTS  
A Double Roll

*The Caroline*

A neat decorative design that is sure to please. The pink rose in full bloom, together with buds, are tastefully arranged on white background. The green ribbon like drapes and streamers of small green flowers set off the remaining decorations to the best advantage.

This is a suitable pattern for small parlors and bedrooms, especially for those rooms which you wish to have a bright cheerful appearance.

See illustration on this page for entire combination. Border is 18 inches wide, but so decorated that it can easily be cut down to 9-inch width if desired. Ceiling harmonizes nicely.

- No. 53E133 Wall, per double roll.....90
- No. 53E2133 Border, 18 inches wide, per yard.....10
- No. 53E134 Ceiling, per double roll.....90

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070 and 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back







CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**10** CENTS  
A Double Roll

# The Apollo

The very latest shade in brown, which is so very popular, and the design in itself on the handsomely covered background, produces an effect which is artistic in every detail.

The 9-inch border and ceiling are in perfect harmony with the side wall and we feel confident you will be more than pleased with a room of this combination. Another strong feature is that it will not readily show dust and dirt, making it all the more desirable for stores, offices, kitchens, living rooms and halls.

Remember, whether you do the work yourself or hire someone to do it, it costs just as much to hang a very cheap paper as it does to hang high grade paper and, since we can supply you with the highest grade of paper, it is possible to make, at 10 to 25 cents a double roll, papers that sell ordinarily at 30 to 60 cents a double roll, it will be to your interest to select one of our high grade heavy weight papers.

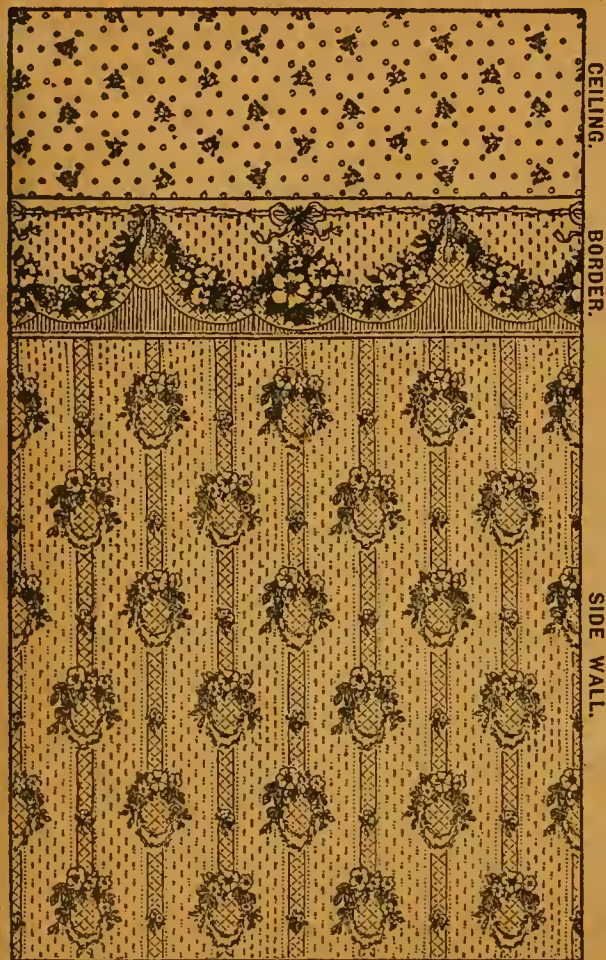
- |             |                                       |     |
|-------------|---------------------------------------|-----|
| No. 53E135  | Wall, per double roll.....            | 10  |
| No. 53E2135 | Border, 9 inches wide, per yard... .. | 1/2 |
| No. 53E136  | Ceiling, per double roll.....         | 10  |

Any of the following Moldings Nos. 53E1028, 53E1051, 53E1066, 53E1070 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet



CEILING

BORDER

SIDE WALL

**10** CENTS  
A Double Roll

# The Johanna

The many entirely new and up to date high grade papers we are showing this season at such low prices fully demonstrate our ability to undersell other wall paper concerns. Take particular notice of this pattern on white background with small green and gold bronze decorations. Note the beauty of the wreaths of blossoms and green leaves. Suitable for parlor, living room or bedroom.

Border is 9 inches wide and artistically decorated with blossoms, green foliage and pink ribbon. So designed that you can make cut out order if desired by trimming the lower margin of the design along green line. Ceiling has white ground with small circle and floral decorations. See illustration on this page for appearance of entire pattern when on the walls.

No. 53E137	Wall, per double roll.....	10
No. 53E2137	Border, 9 inches wide, per yard.....	1/2
No. 53E138	Ceiling, per double roll.....	10

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070 or 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

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For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**10** CENTS  
A Double Roll

# The Albion

A pretty straw color background, with red, brown and white decoration designed and colored to meet the requirements for a decoration that would be especially suitable for dark parlors or bedrooms. Poorly lighted room should be decorated with light background papers and this is an ideal paper to use. It is made on heavy stock, therefore easily pasted on the walls.

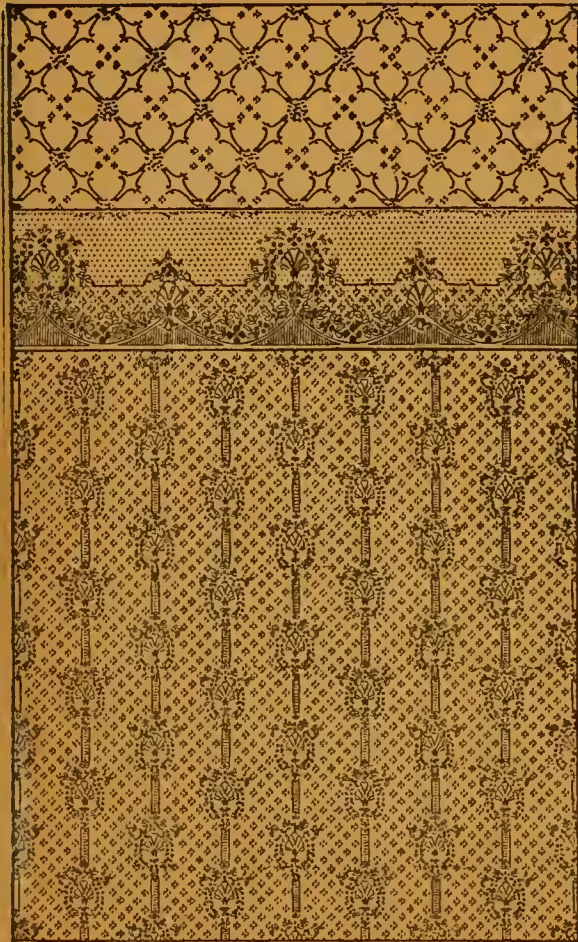
You would doubtless find it difficult to purchase the equal of this pattern elsewhere for less than 20 to 25 cents a double roll of 16 yards. The illustration on this page shows the entire combination.

Border is 9 inches wide and, together with ceiling, is nicely decorated to match the side wall. Border is so designed that it may be cut out by trimming the lower margin of the design along the red dotted line.

- |             |  |     |
|-------------|--|-----|
| No. 53E141  | Wall, per double roll. . . . .           | 10  |
| No. 53E2141 | Border, 9 inches wide, per yard. . . . . | 1/2 |
| No. 53E142  | Ceiling, per double roll. . . . .        | 10  |

Any of the following Moldings Nos. 53E1035, 53E1056, 53E1068, 53E107 and 53E1088, may be used with this paper. For prices and description see front pages of this book.

Each Sample Has Price and Description Printed on Back

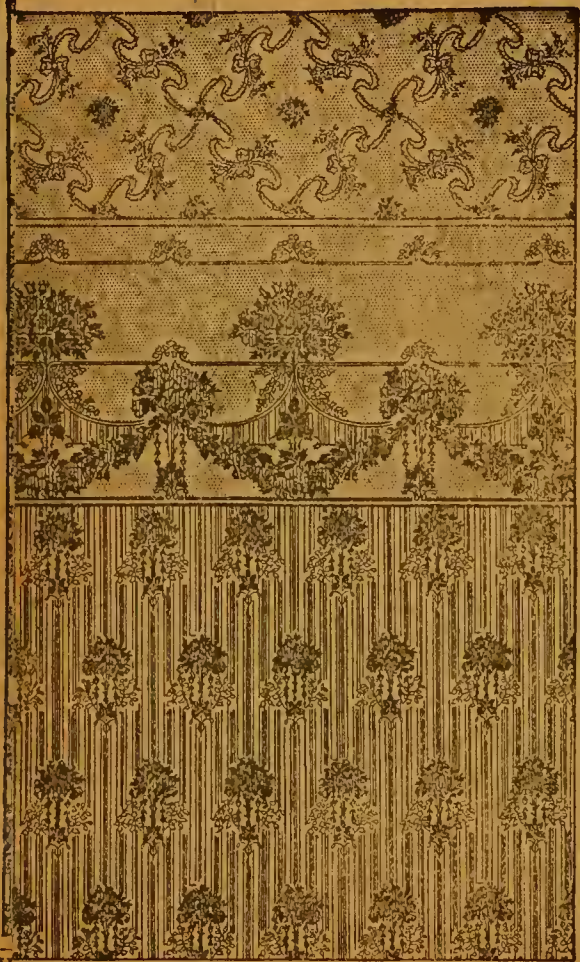


CEILING.

BORDER.

SIDE WALL.





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**10** CENTS  
*A Double Roll*

*The Blossom*

A beautiful floral pattern on white background artistically decorated with yellow lines and gray dots. The large clusters of blue roses supported by the silver decoration on either side presents a beautiful contrast. You may select this number for the bedroom or parlor with confidence that you will be perfectly pleased with your choice.

The border is 18 inches wide, but decorated in such a manner that it may be cut down to a 9-inch width if desired. Ceiling harmonizes perfectly.

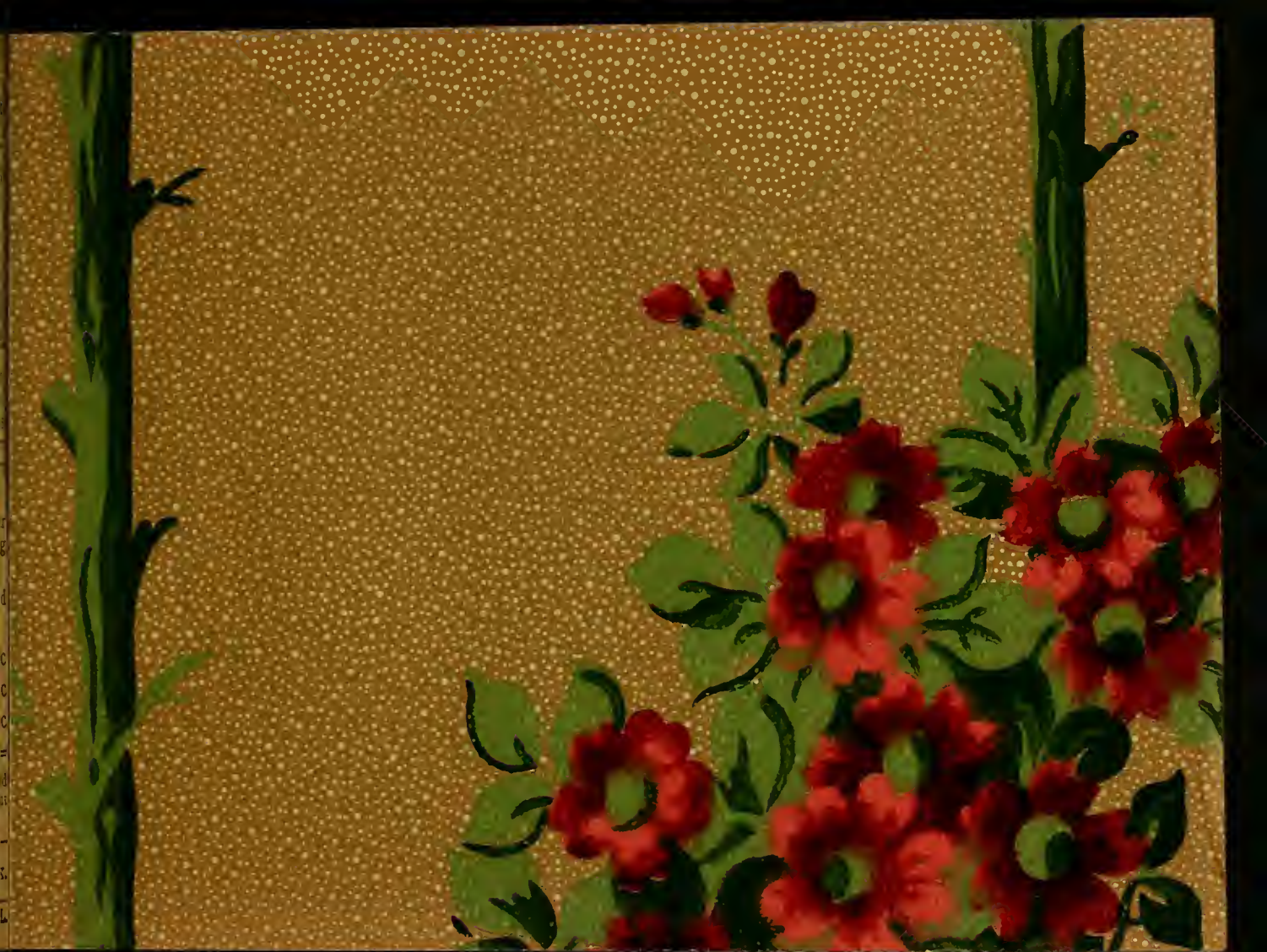
See illustration on this page for entire combination as it would appear on the walls.

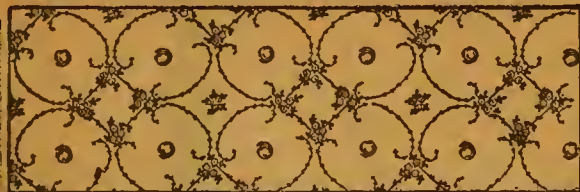
- No. 53E143 Wall, per double roll.....10c
- No. 53E2143 Border, 18 inches wide, per yard..... 1c
- No. 53E144 Ceiling, per double roll.....10c

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070 and 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



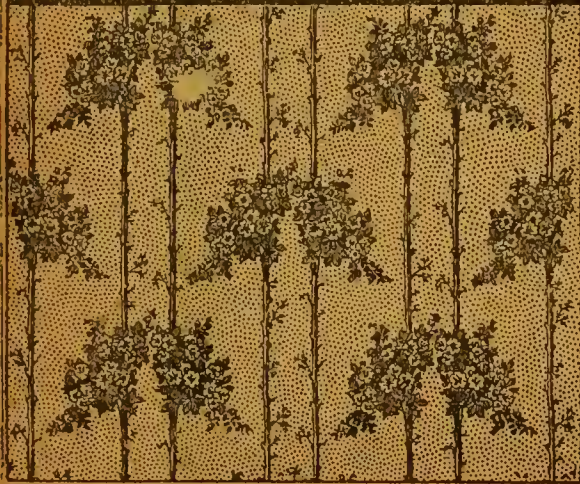




CEILING.



BORDER.



SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**11** CENTS  
*A Double Roll*

# The Suberba

Wall papers in this style are becoming more popular every day owing to the long wear possible, due to the fact that they will not readily show soil. The pattern shown here is as neat as it is durable. It is very appropriate for halls, libraries, dining rooms and parlors. The brown background with white dotted overprint is relieved by green and red decorations which makes a very pleasing contrast. We know you will be more than pleased with this pattern.

Border is 18 inches wide and handsomely decorated. Ceiling has tan background with coloring to harmonize. See illustration on this page for appearance of entire pattern when on the walls.

- No. 53E125 Wall, per double roll.....11
- No. 53E2125 Border, 18 inches wide, per yard..... 1
- No. 53E126 Ceiling, per double roll.....11

Any of the following Moldings Nos. 53E1028, 53E1066, 53E1068, 53E1074 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**11** CENTS  
A Double Roll

# The Violet

A background of light gray with overprint of mica and white lace effect lines. The chief decoration consists of purple bouquets which give this pattern that delicate restful tone so much desired in many wall decorations. A very appropriate pattern for parlors living rooms and bedrooms.

Border is 18 inches wide, nicely decorated with festoons of flowers and so designed that it may be cut out if desired. Ceiling has light gray ground and is decorated to harmonize. See illustration on this page for appearance of entire pattern when on the walls.

- No. 53E127 Wall, per double roll.....11¢
- No. 53E2127 Border, 18 inches wide, per yard..... 1¢
- No. 53E128 Ceiling, per double roll.....11¢

Any of the following Moldings Nos. 53E1030, 53E1055, 53E1068, 53E107 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



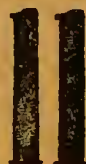


CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet



CENTS

A Double Roll

# The Loraine

We show in this number another popular design far from the ordinary and one possessing artistic merit in every sense of the word. To fully realize the beautiful effect this pattern will give it would be necessary to see a full roll, although this sample and the illustration on this page will give you a good idea.

Border is 18 inches wide, with harmonious decorations. Ceiling is cream background, with neat design, prettily colored.

Remember, whether you do the work yourself or hire someone to do it costs just as much to hang a very cheap paper as it does to hang high grade paper and, since we can supply you with the highest grade of paper is possible to make, at 10 to 25 cents a double roll, papers that sell ordinarily at 30 to 60 cents a double roll, it will be to your interest to select one of our high grade heavy weight papers.

- No. 53E145 Wall, per double roll.....11
- No. 53E2145 Border, 18 inches wide, per yard..... 1
- No. 53E146 Ceiling, per double roll.....11

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070 or 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back

Handwritten text in a cursive script, arranged in approximately 15 lines along the left margin of the page. The text is dark and appears to be a list or a series of entries.





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**12** CENTS  
A Double Roll

*The Alexandra*

A handsome stripe effect on white background. Note the natural beauty of the roses and leaves as here portrayed, also the artistic gold bronze decoration. You will make no mistake in ordering this pattern for small parlors or bedrooms.

Border is 18 inches wide, decorated with large red rose bouquet encircled by a gold bronze wreath. May be cut out on heavy gold scroll at bottom of wreaths if desired. Ceiling has white ground and is nicely decorated. See illustration on this page.

Remember, whether you do the work yourself or hire someone to do it, it costs just as much to hang a very cheap paper as it does to hang high grade paper and, since we can supply you with the highest grade of paper it is possible to make, at 10 to 25 cents a double roll, papers that sell ordinarily at 30 to 60 cents a double roll, it will be to your interest to select one of our high grade, heavy weight papers.

- No. 53E129 Wall; per double roll..... 12c
- No. 53E2129 Border, 18 inches wide, per yard..... 2c
- No. 53E130 Ceiling, per double roll..... 12c

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070 and 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

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**12** CENTS  
A Double Roll

# The Navajo

We take great pleasure in always having something new for our customers. We show here a light gray background with green, gold, bronze, lavender and white decorations. The unique arrangement of the white rose on lavender ground, surrounded by a green and gold bronze framework with small green spray at bottom makes this pattern unusually attractive. Can be appropriately used for parlors and bedrooms. You will make no mistake in ordering this number.

Border is 9 inches wide and is fully illustrated on this page. You can make a beautiful cut out border by trimming the lower margin of the design on bottom gold lines. Ceiling has light gray ground and is nicely decorated to match.

- No. 53E139 Wall, per double roll..... 12
- No. 53E2139 Border, 9 inches wide, per yard..... 12
- No. 53E140 Ceiling, per double roll..... 12

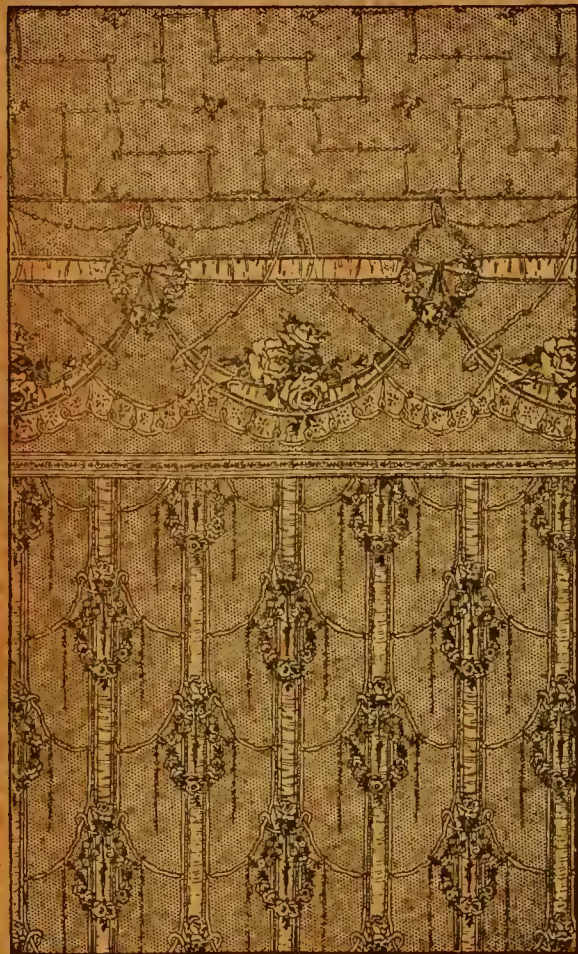
Any of the following Moldings Nos. 53E1030, 53E1032, 53E1038, 53E1040 and 53E1070, may be used with this paper. For prices and description see front pages of this book.

Each Sample Has Price and Description Printed on Back



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For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**12** CENTS  
A Double Roll

# The Ellyn

This beautiful pattern on gray background with overprint small white dots presents something entirely new. The shaded lavender columns are decorated with wreaths of white roses and green foliage and to complete this most artistic design are draped with lavender ribbon streamers. Can you imagine anything more beautiful for parlors and bedrooms?

Border is 18 inches wide and nicely decorated. A beautiful lattice effect cut out border can be made by trimming the lower margin of the design. The part trimmed off can be used as a molding or binder. Ceiling has light gray ground and floral decorations connected with narrow lavender ribbon. See illustration on this page.

- No. 53E147 Wall, per double roll.....1.10
- No. 53E2147 Border, 18 inches wide, per yard..... .75
- No. 53E148 Ceiling, per double roll.....1.10

Any of the following Moldings Nos. 53E1030, 53E1055, 53E1068, 53E1081 and 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back

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For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**12** CENTS  
A Double Roll

# The Zella

Border, 9 or 18 Inches Wide

Red patterns are greatly in demand for parlors, dining rooms and halls. We show here a red paper which could not be bought elsewhere at less than double our price. The design is well executed and an examination on your part will convince you of the great value we give you in this paper.

Border is furnished in either 9-inch or 18-inch width, which make this number suitable for rooms with either high or low ceiling. Ceiling has light fawn background and is nicely decorated.

The illustration on this page shows the entire combination with 18-inch border.

No. 53E149	Wall, per double roll.....	12
No. 53E2149	Border, 9 inches wide, per yard.....	1
No. 53E3149	Border, 18 inches wide, per yard.....	2
No. 53E150	Ceiling, per double roll.....	12

Any of the following Moldings Nos. 53E1029, 53E1033, 53E1038, 53E1042 and 53E1070, may be used with this paper. For prices and description see front pages of this book.

Each Sample Has Price and Description Printed on Back



CEILING.

BORDER.

SIDE WALL.





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**12** CENTS  
A Double Roll

*The Perle*

A dainty floral pattern with cream background. The three-line stripe effect in this pattern is something entirely new and is sure to please you. The large circular decoration is artistically arranged with clusters of red and pink blossoms. This will be found a very desirable number for parlors or bedrooms.

The illustration on this page shows the appearance of the entire pattern when on the walls. Border is 9 inches wide and blends into a white background ceiling, both of which are nicely decorated to harmonize with the side wall. Border can be cut out along the lower margin of the design on gold bronze dotted line.

- No. 53E155 Wall, per double roll..... 12
- No. 53E2155 Border, 9 inches wide, per yard..... 1
- No. 53E156 Ceiling, per double roll..... 12

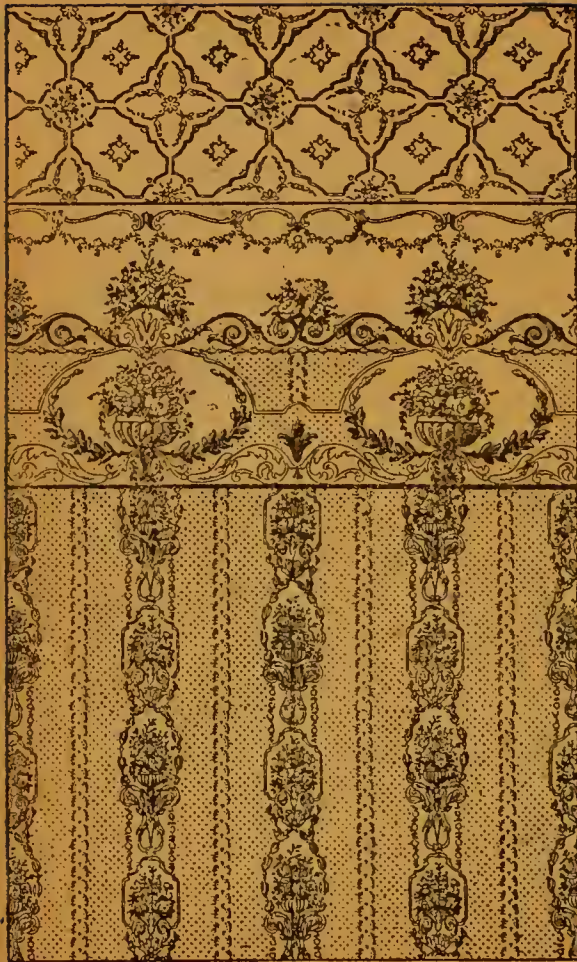
Any of the following Moldings Nos. 53E1033, 53E1035, 53E1039, 53E1041 and 53E1074, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.



CEILING.

BORDER.

SIDE WALL.

**12** CENTS  
A Double Roll

# The Colonial

A strictly Colonial design, a very suitable pattern for parlors, sitting rooms and bedrooms. Not only is the pattern a strikingly handsome one but it is durable as well. The background is a light buff on which design in green, brown, blue, lavender and white appear to best advantage. The overprint of brown dots serves to subdue the brighter colors.

Border is 18 inches wide, but can be cut down to 9 inches without spoiling the decoration in the least. Ceiling has cream ground with overprint of silver dots and decorations to match.

Remember, whether you do the work yourself or hire someone to do it, it costs just as much to hang a very cheap paper as it does to hang high grade paper and, since we can supply you with the highest grade of paper it is possible to make, at 10 to 25 cents a double roll, papers that ordinarily at 30 to 60 cents a double roll, it will be to your interests to select one of our high grade heavy weight papers.

- No. 53E157 Wall, per double roll. . . . . 1
- No. 53E2157 Border, 18 inches wide, per yard. . . . .
- No. 53E158 Ceiling, per double roll. . . . . 1

Any of the following Mouldings Nos. 53E1055, 53E1057, 53E1068, 53E1071 and 53E1074, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**12** CENTS  
*A Double Roll*

*The Nona*

We offer in this pattern something entirely new and unusually attractive. The background is pure white with crossline overprint. The columns of gold bronze lines and long stemmed bouquets of purple daisies make this one of the most attractive numbers we show. You may select this pattern for your parlor or bedroom with the assurance that you will not be disappointed.

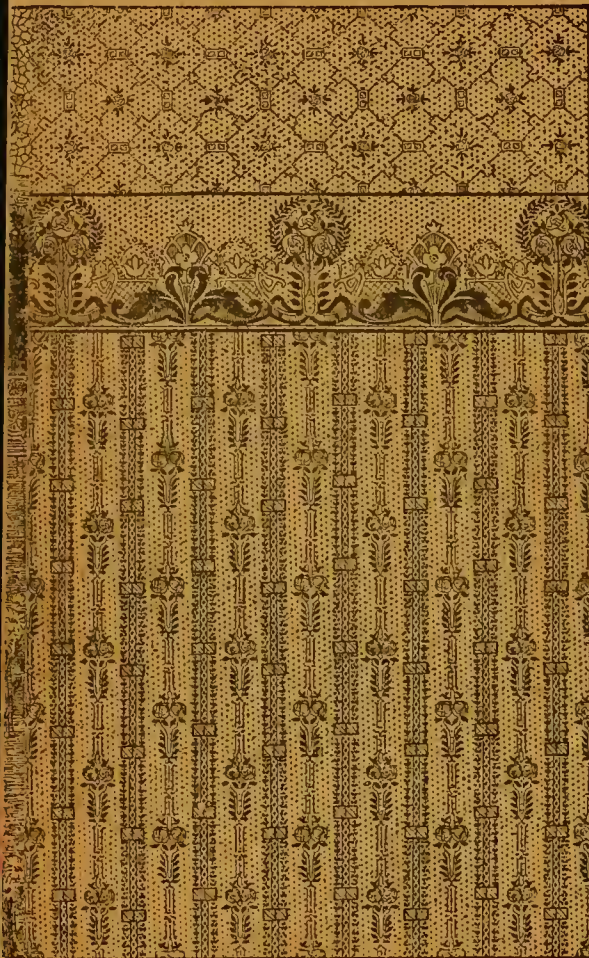
Border is 18 inches wide but may be cut down at the bottom to 13 or 14½ inches if desired without destroying the pattern. Ceiling has light gray ground with web effect overprint and small gold bronze dots which harmonize nicely.

- No. 53E159 Wall, per double roll. . . . . 12c
- No. 53E2159 Border, 18 inches wide, per yard. . . . . 2c
- No. 53E160 Ceiling, per double roll. . . . . 12c

Any of the following Moldings Nos. 53E1033, 53E1038, 53E1056, 53E106 and 53E1070, may be used with this paper. For prices and description see front pages of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**13** CENTS  
A Double Roll

*The Oliver*

We show in this number a very artistic wall covering, especially adapted for libraries, halls and living rooms. The beautiful design of red and gold bronze on the green background with overprint in white, harmonizes perfectly. This number is sure to please anyone wishing a green paper.

Buy this pattern with the distinct understanding that it may be returned at our expense if not entirely satisfactory. All our papers are sold with this understanding.

Border is 9 inches wide and richly decorated, blending into a light green ceiling which harmonizes in every respect. Please note the illustration on this page showing entire combination.

- No. 53E161 Wall, per double roll.....13
- No. 53E2161 Border, 9 inches wide, per yard..... 1
- No. 53E162 Ceiling, per double roll.....13

Any of the following Moldings Nos. 53E1029, 53E1050, 53E1066, 53E10 and 53E1085, may be used with this paper. For prices and description see front pages of this book.

Each Sample Has Price and Description Printed on Back

Handwritten text in the left margin, consisting of approximately 25 lines of cursive script.



Handwritten text in the right margin, consisting of approximately 25 lines of cursive script, mirroring the text on the left side.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

CEILING.

BORDER.

**13** CENTS  
A Double Roll

*The Leola*

We want you to take particular notice of this pattern. The background so much in demand, decorated with gold bronze and green cross stripe and interspersed with clusters of bluets, the flower of innocence, makes this number a charming selection for parlor, sitting room or bedroom.

The delicate gold bronze and green overprint decorations appear to best advantage on backgrounds of this particular shade. The illustration on this page shows side wall, border and ceiling.

The border is 9 inches wide, handsomely decorated. Ceiling is light background and harmonizes nicely.

- No. 53E163 Wall, per double roll.....13
- No. 53E2163 Border, 9 inches wide, per yard.....
- No. 53E164 Ceiling, per double roll.....13

Any of the following Moldings Nos. 53E1025, 53E1033, 53E1039, 53E1053, 53E1068 and 53E1070, may be used with this paper. For prices and descriptions see front pages of this book.

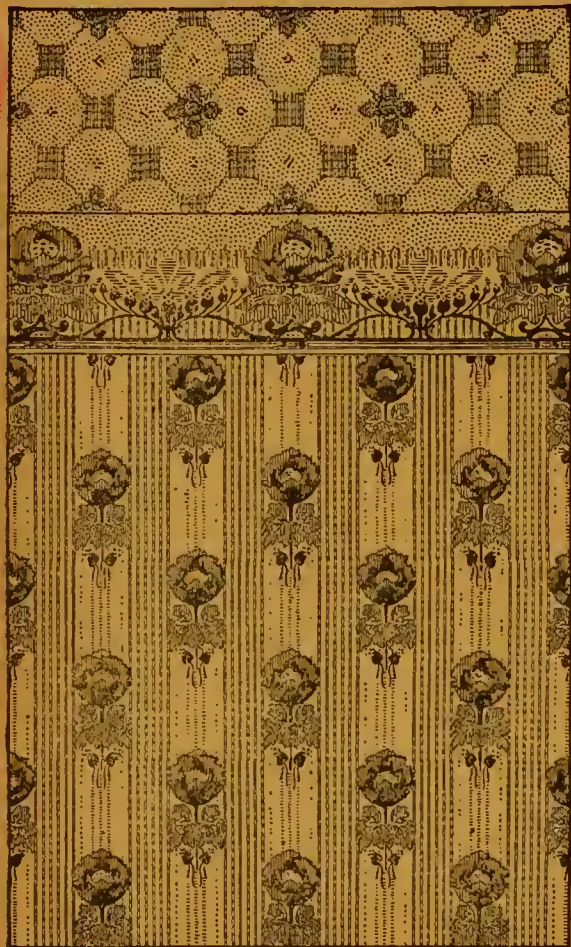
Each Sample Has Price and Description Printed on Back

SIDE WALL.





For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet



CEILING.

BORDER.

SIDE WALL.

**13** CENTS  
A Double Roll

*The Tulip*  
Borders 9 or 18 Inches Wide.

We show here one of the newest and most up to date patterns in wall paper line and a paper we are sure would meet with your approval. The always popular tan background, with the brown poppy design, fig green foliage and two small buds makes a charming combination sure to please the most fastidious.

We can furnish you with a 9 or 18-inch border to match this pattern. Illustration shows 9-inch border. Ceiling is decorated to harmonize.

Remember, whether you do the work yourself or hire someone to do it costs just as much to hang a very cheap paper as it does to hang high grade paper and, since we can supply you with the highest grade of paper it is possible to make at 10 to 25 cents a double roll, papers that sell ordinarily at 30 to 60 cents a double roll, it will be to your interest to see one of our high grade, heavy weight papers.

- No. 53E165 Wall, per double roll.....] 1
- No. 53E2165 Border, 9 inches wide, per yard.....] 1
- No. 53E3165 Border, 18 inches wide, per yard.....] 1
- No. 53E166 Ceiling, per double roll.....] 1

Any of the following Moldings Nos. 53E1028, 53E1034, 53E1051, 53E1051, 53E1070 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

CEILING.

BORDER.

SIDE WALL.

**14** CENTS  
A Double Roll

# The Eolia

This pattern is greatly in demand by high class decorators. Not particularly the shading and beautiful coloring of the roses, daisies and yellow sprays.

The mica columns and water effect middleground present a very artistic arrangement. You will make a mistake if you do not include enough of this pattern in your order for at least one or two rooms. May be appropriately used for parlors, living rooms or bedrooms. The illustration on this page shows the neat appearance of the entire combination.

This paper has an 18-inch border with large floral decoration. Ceiling is nicely decorated in harmony with border and side wall.

- No. 53E167 Wall, per double roll..... 1
- No. 53E2167 Border, 18 inches wide, per yard.....
- No. 53E168 Ceiling, per double roll..... 1

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070 and 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**14** CENTS  
A Double Roll

# The Laura

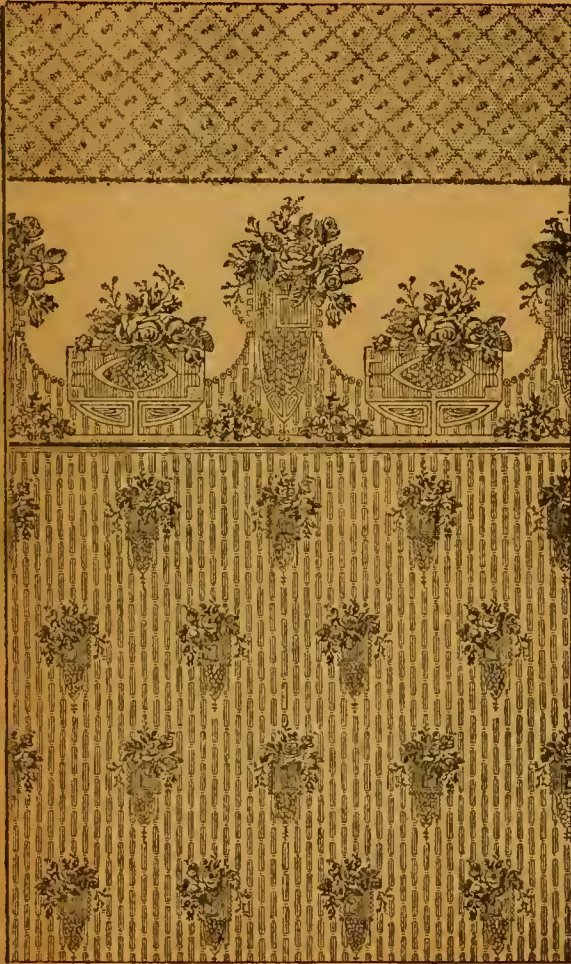
The very high quality and low price in a coloring so much in favor at this time makes this paper very desirable. The fine strip and dot effect on the French gray background, with the pink and red roses supported by gold scroll work, makes a very pleasing combination. You may use this decoration for your parlor or bedroom with perfect assurance that you will be delighted with it.

The border is 18 inches wide and shows delicately tinted rose and gold scroll work. Ceiling has light ground with gold bronze dot overprint and small floral decoration. The illustration on the side shows the side wall, border and ceiling.

- No. 53E169 Wall, per double roll.....14
- No. 53E2169 Border, 18 inches wide, per yard..... 2
- No. 53E170 Ceiling, per double roll.....14

Any of the following Moldings Nos. 53E1030, 53E1035, 53E1038, 53E1053, 53E1068 and 53E1070, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



CEILING.

BORDER.

SIDE WALL.



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

CEILING.

BORDER.

SIDE WALL.

**14** CENTS  
A Double Roll

# The Stella

This is as neat and up to date a pattern as you can find anywhere season and may be used in parlors or bedrooms.

The background is light green with a number of pretty decorative dark green, red, white and gold bronze. The designs are so arranged a stripe effect is given, making this an ideal pattern for rooms with ceilings.

Border is 9 inches wide and makes a handsome decoration in interior. Ceiling has white ground and is decorated to harmonize.

Remember, whether you do the work yourself or hire someone to do it costs just as much to hang a very cheap paper as it does to hang a high grade paper and, since we can supply you with the highest grade of paper it is possible to make, at 10 to 25 cents a double roll, papers that ordinarily at 30 to 60 cents a double roll, it will be to your interest to select one of our high grade heavy weight papers.

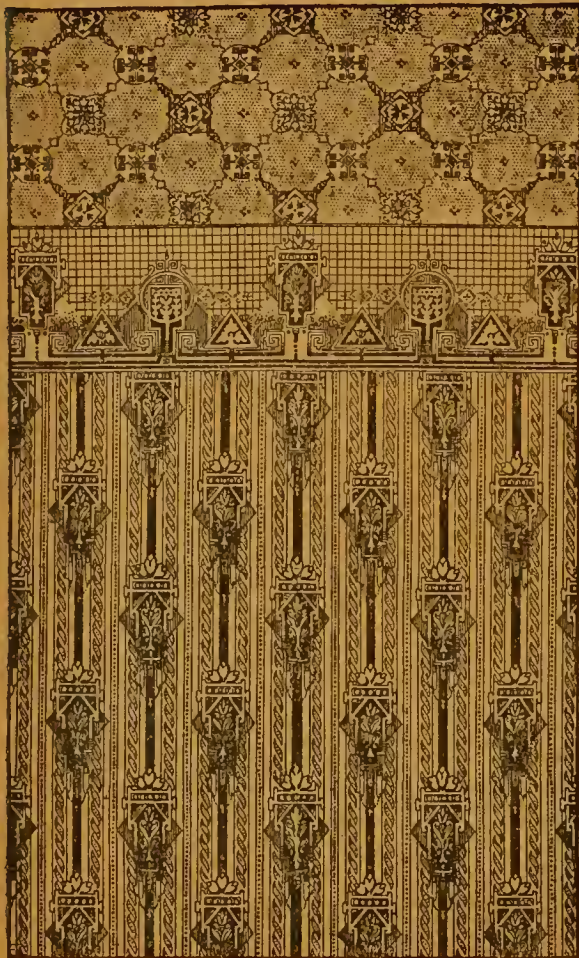
- No. 53E171 Wall, per double roll. ....
- No. 53E2171 Border, 9 inches wide, per yard. ....
- No. 53E172 Ceiling, per double roll. ....

Any of the following Moldings Nos. 53E1025, 53E1032, 53E1038, 53E1068 and 53E1070, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back.







CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**14** CENTS  
A Double Roll

*The Ardley*

Comparison will convince you that we lead in up to date patterns, high quality and low prices.

The pattern we show here is one of the season's best offerings. A cream background with set design in brown, green and gold bronze makes this a charming pattern for meeting rooms, halls, parlors and dining rooms.

Border is 9 inches wide, nicely decorated and blends to a light ceiling with colorings to harmonize.

Remember, whether you do the work yourself or hire someone to do it costs just as much to hang a very cheap paper as it does to hang high grade paper and, since we can supply you with the highest grade of paper it is possible to make, at 10 to 25 cents a double roll, papers that sell ordinarily at 30 to 60 cents a double roll, it will be to your interest to select one of our high grade heavy weight papers.

- No. 53E173 Wall, per double roll.....
- No. 53E2173 Border, 9 inches wide, per yard.....
- No. 53E174 Ceiling, per double roll.....

Any of the following Moldings Nos. 53E1028, 53E1032, 53E1038, 53E1068 and 53E1070, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**14** CENTS  
A Double Roll

*The Adonis*

The design of this pattern is the same as shown in No. 53E169. The background, however, is white and the rose decorations are red and yellow with green foliage. This pattern may be correctly classed with patterns that sell elsewhere at 30 to 35 cents a double roll. May be used for parlors, sitting rooms or bedrooms.

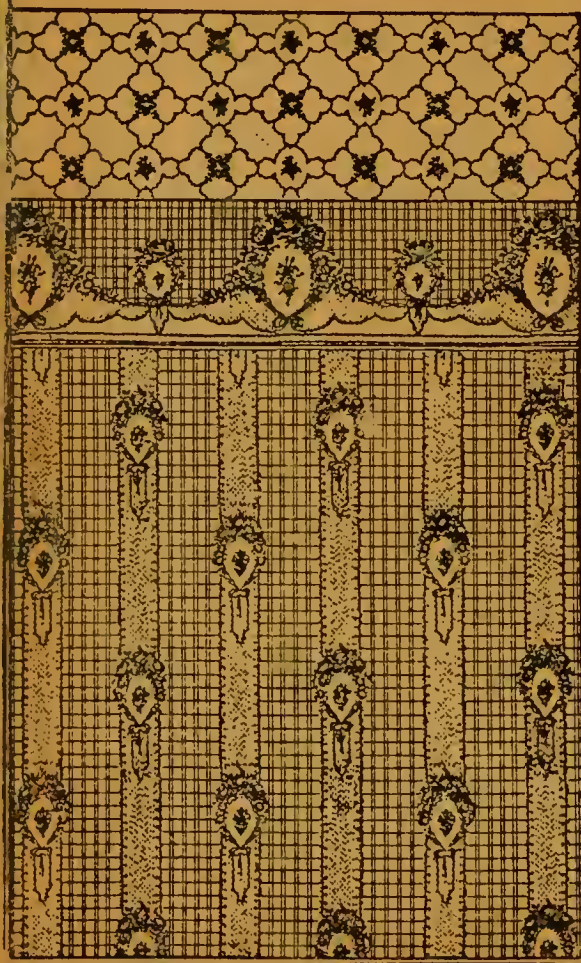
The border is 18 inches wide and, together with ceiling, is beautifully decorated to match the side wall. You will get a good idea of the entire combination by referring to the illustration on this page.

- No. 53E175 Wall, per double roll..... 1
- No. 53E2175 Border, 18 inches wide, per yard.....
- No. 53E176 Ceiling, per double roll..... 1

Any of the following Moldings Nos. 53E1033, 53E1042, 53E1056, 53E1070 and 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**14** CENTS  
A Double Roll

*The Elvira*

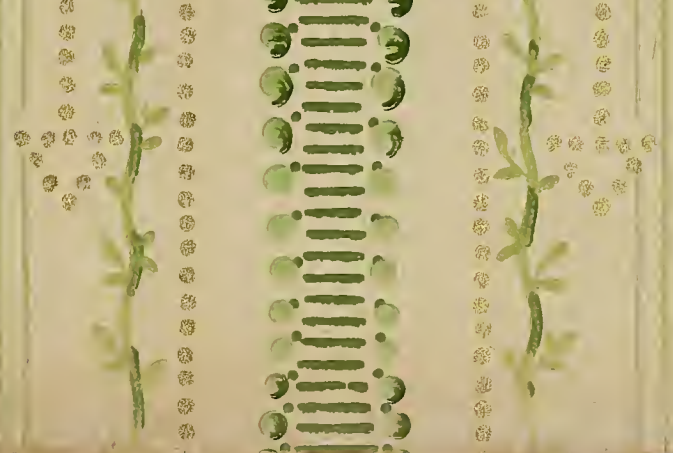
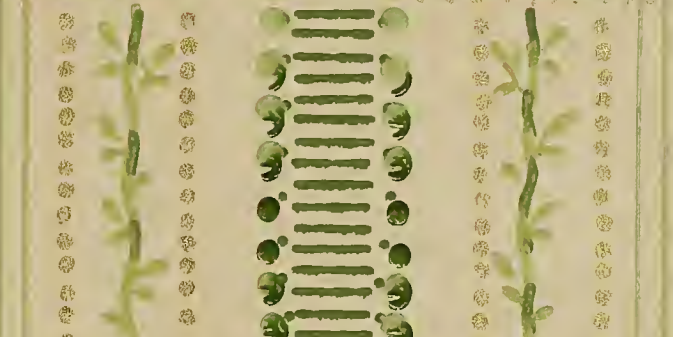
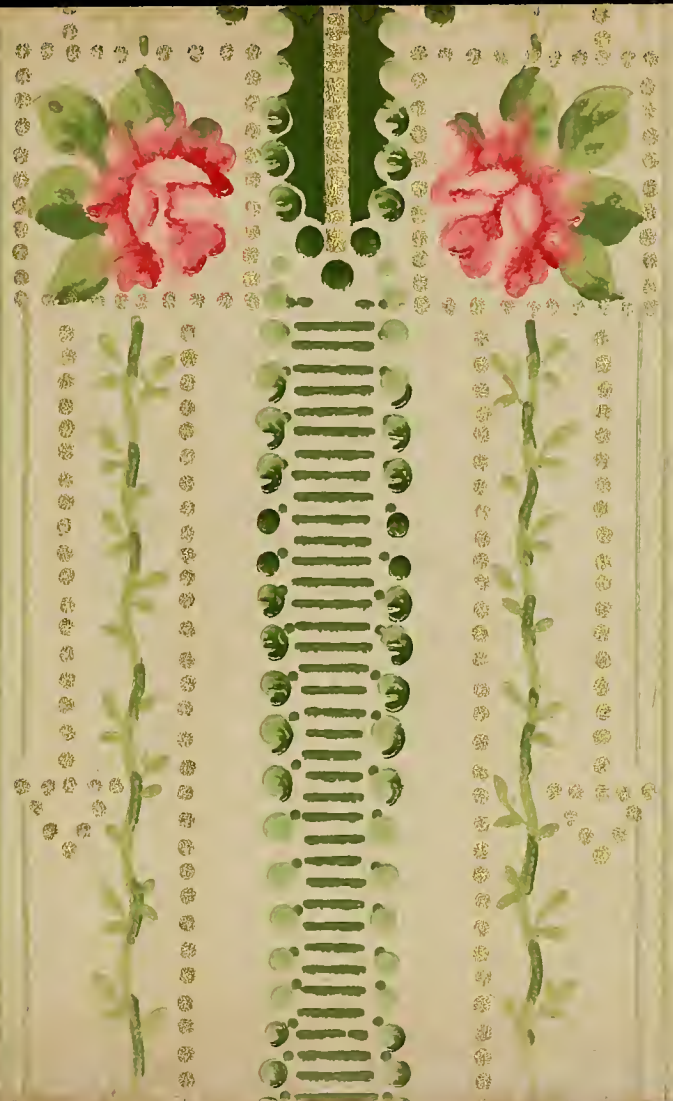
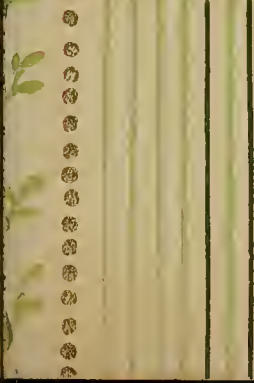
We show here something out of the ordinary in a semi-chambray effect background and a pattern we consider very handsome. The floral decorations in white are very artistically arranged with just enough gilt coloring added to make the effect a charming success. Makes an exceptionally fitting hanging for a parlor, living room or bedroom. You will make a mistake if you do not include some of this paper in your order.

The border is 9 inches wide and nicely colored. Ceiling has light green ground with silver, gold bronze and white decorations. See illustration on this page.

- No. 53E177 Wall, per double roll..... 1
- No. 53E2177 Border, 9 inches wide, per yard.....
- No. 53E178 Ceiling, per double roll..... 1

Any of the following Moldings Nos. 53E1033, 53E1042, 53E1056, 53E1061 and 53E1070, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**15** CENTS  
A Double Roll

# The Eugenia

When you look through this sample book of beautiful patterns you will doubtless wonder how we can afford to sell such high grade papers at such extremely low prices. It is simply the result of prudent buying, careful selection of patterns and the eliminating of all middlemen's profits in manufacturing the papers in our own modern wall paper mills and selling direct to our customers on the one small profit plan.

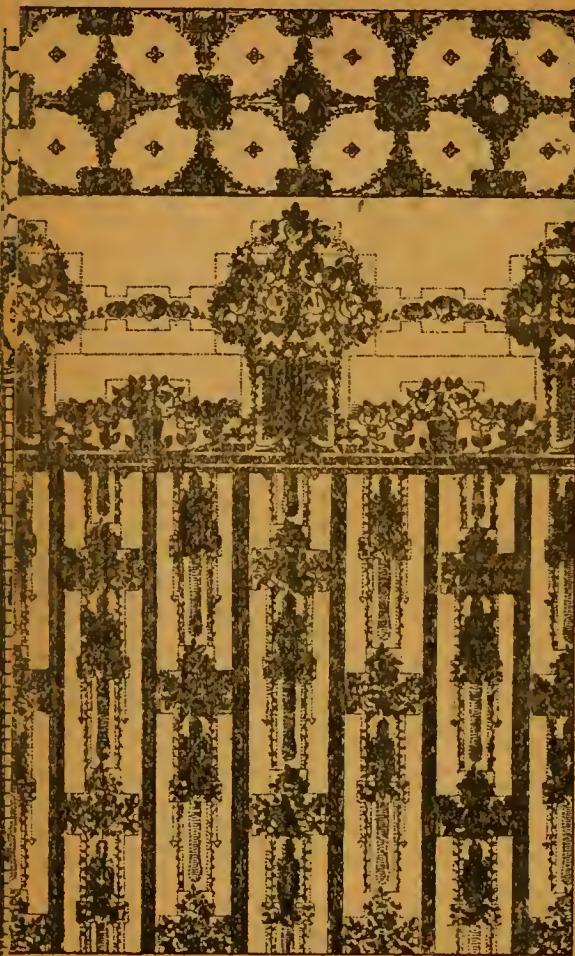
The pattern we show here is sure to please you. White background with green and gold decorations set off with clusters of red roses framed with gold bronze dots. Nothing nicer for parlors and bedrooms.

Border is 18 inches wide and, together with ceiling, is nicely decorated to match. See illustration on this page.

- No. 53E151 Wall, per double roll..... 15
- No. 53E2151 Border, 18 inches wide, per yard..... 5
- No. 53E152 Ceiling, per double roll..... 15

Any of the following Moldings Nos. 53E1029, 53E1038, 53E1039, 53E1040, 53E1063 and 53E1070, may be used with this paper. For prices and descriptions see front pages of this book.

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CEILING.

BORDER.

SIDE WALL.



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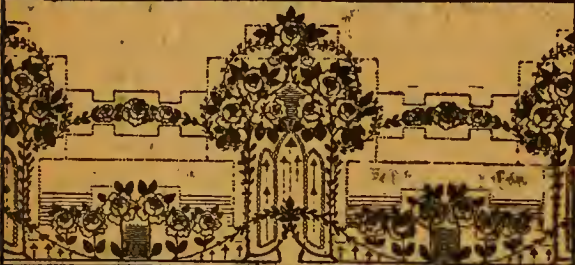
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For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

CEILING.



BORDER.



SIDE WALL.



**15** CENTS  
A Double Roll

# The Almira

This pattern is the same design as our No. 53E151, the only difference being in the background and colorings. The background of gray will easily show dust or dirt.

This pattern may be used very appropriately in parlors, sitting rooms, bedrooms, etc. Made with an 18-inch border colored to harmonize. Ceiling has light gray background and is beautifully decorated.

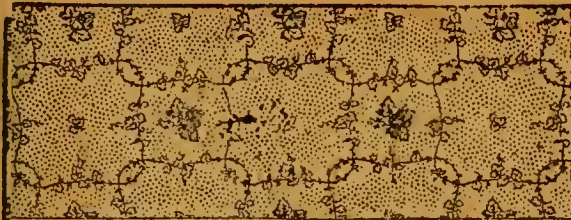
Remember, whether you do the work yourself or hire someone to do it costs just as much to hang a very cheap paper as it does to hang grade paper and, since we can supply you with the highest grade of paper it is possible to make, at 10 to 25 cents a double roll, papers that sell ordinarily at 30 to 60 cents a double roll, it will be to your interest to select one of our high grade heavy weight papers.

- No. 53E153 Wall, per double roll.....
- No. 53E2153 Border, 18 inches wide, per yard.....
- No. 53E154 Ceiling, per double roll.....

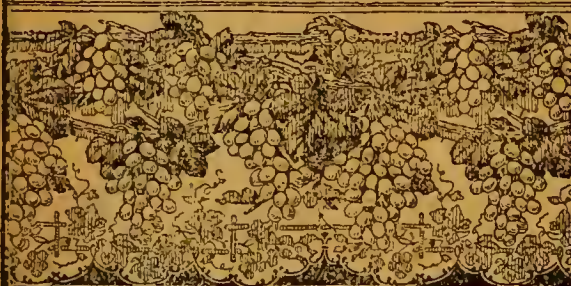
Any of the following Moldings Nos. 53E1030, 53E1034, 53E1038, 53E1068 and 53E1070, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back

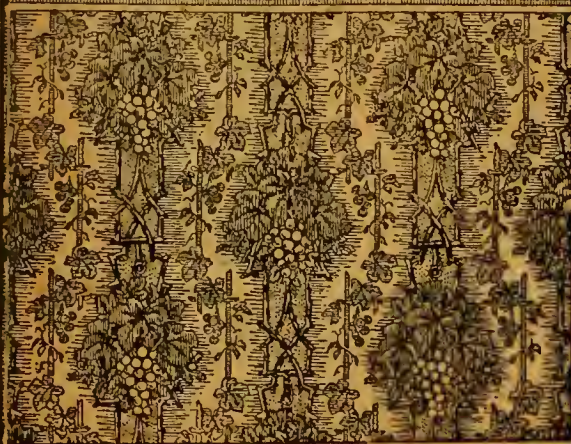




CEILING.



BORDER.



SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**15** CENTS  
A Double Roll

*The Vine*

A dining room papered with this number is sure to please the most discriminating person. In making this selection we were careful to select a coloring and design that would fit all requirements. The small black line overprint softens the entire coloring without interfering with the natural appearance of the grapes and leaves. Note the artistic arrangement of the green trellis work and the shadow print of grapes and leaves. You could not secure a pattern like it elsewhere for less than 50 cents a double roll.

This pattern can also be used for the upper third of the wall or above plate rail if desired, using a plain oatmeal paper, ingrain paper, Lincrusta-Walton or burlap for the lower part of the wall.

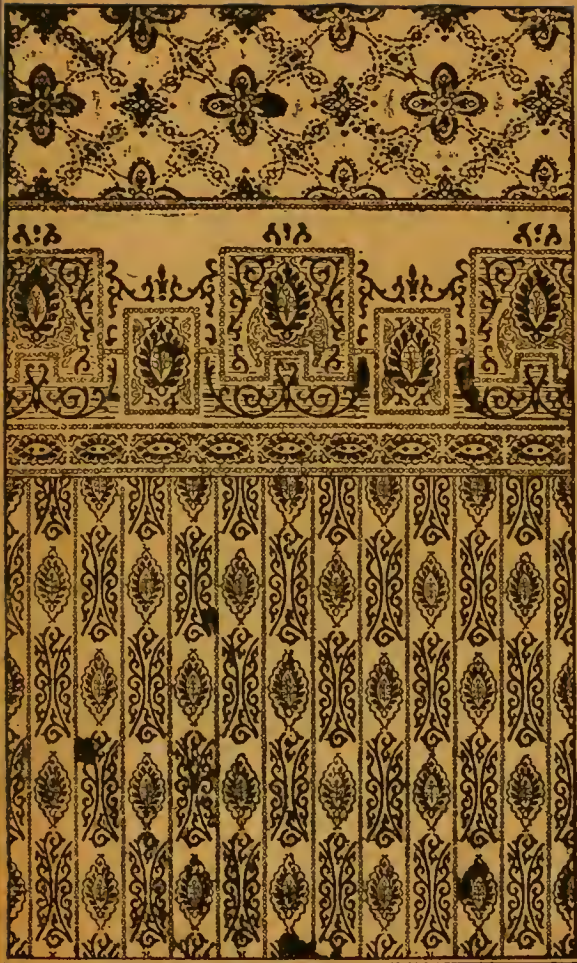
Border is 18 inches wide and nicely colored. A very pretty cut out border can be made by trimming the lower margin of the design. Ceiling has cream ground and is decorated to harmonize. We also show another beautiful grape pattern No. 53E231.

- No. 53E179 Wall, per double roll..... 15
- No. 53E2179 Border, 18 inches wide, per yard..... 2
- No. 53E180 Ceiling, per double roll..... 15

Any of the following Moldings Nos. 53E1028, 53E1035, 53E1051, 53E1066, 53E1085 and 53E1085, may be used with this paper. For prices and descriptions see front page of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**15** CENTS  
A Double Roll

*The Aubrey*

We are sure this pattern will be in great demand, for it is something new and entirely out of the ordinary. The colorings of brocade, pink and gold show up beautifully on the background of light stone. The large design of pink and green enclosed by blue scrollwork makes the most artistic design we have seen this season. We are justly proud of this number and know it will please all who order it. Suitable for dining rooms, libraries, halls, etc.

The border is 18 inches wide and blends to a cream ceiling, the top of which are tastily decorated to match the side wall. Border may be cut off at the bottom, making a 14 or 15-inch width. The top cut off will make a nice molding or binder.

- No. 53E183 Wall, per double roll.....
- No. 53E2183 Border, 18 inches wide, per yard.....
- No. 53E184 Ceiling, per double roll.....

Any of the following Moldings Nos. 53E1028, 53E1042, 53E1051, 53E1070 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

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For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.



CEILING.

BORDER.

SIDE WALL.

**15** CENTS  
A Double Roll

# The Gem

The artist certainly demonstrated his skill in designing the pattern. The design and colorings are beautiful and will surely appeal to anyone looking for a neat up to date decoration. The large design portrays a bouquet of red roses and buds encircled by a gilt bronze wreath which is draped with sprays of red and pink flowers. This paper may be used for parlors, sitting rooms and bedrooms.

Border is 18 inches wide but may be reduced considerably in width by trimming off at the top and bottom. Ceiling has light blue ground and is nicely decorated to harmonize. See illustration on this page for entire combination.

- No. 53E185 Wall, per double roll..... 1
- No. 53E2185 Border, 18 inches wide, per yard.....
- No. 53E186 Ceiling, per double roll..... 1

Any of the following Moldings Nos. 53E1027, 53E1035, 53E1039, 53E1047, 53E1068 and 53E1070, may be used with this paper. For prices and descriptions see front pages of this book.

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CEILING.

BORDER.

SIDE WALL.

WALL PAPER SAMPLE BOOK.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**15** CENTS  
A Double Roll

# The Clarice

A pattern which is sure to appeal to anyone wanting a bright cheerful design. The blue and gilt bronze colorings show to best advantage on a white background. The floral decorations in pink are very artistically arranged in a frame of gold and connected with gold bronze ribbon streamers. Suitable for parlors or bedrooms.

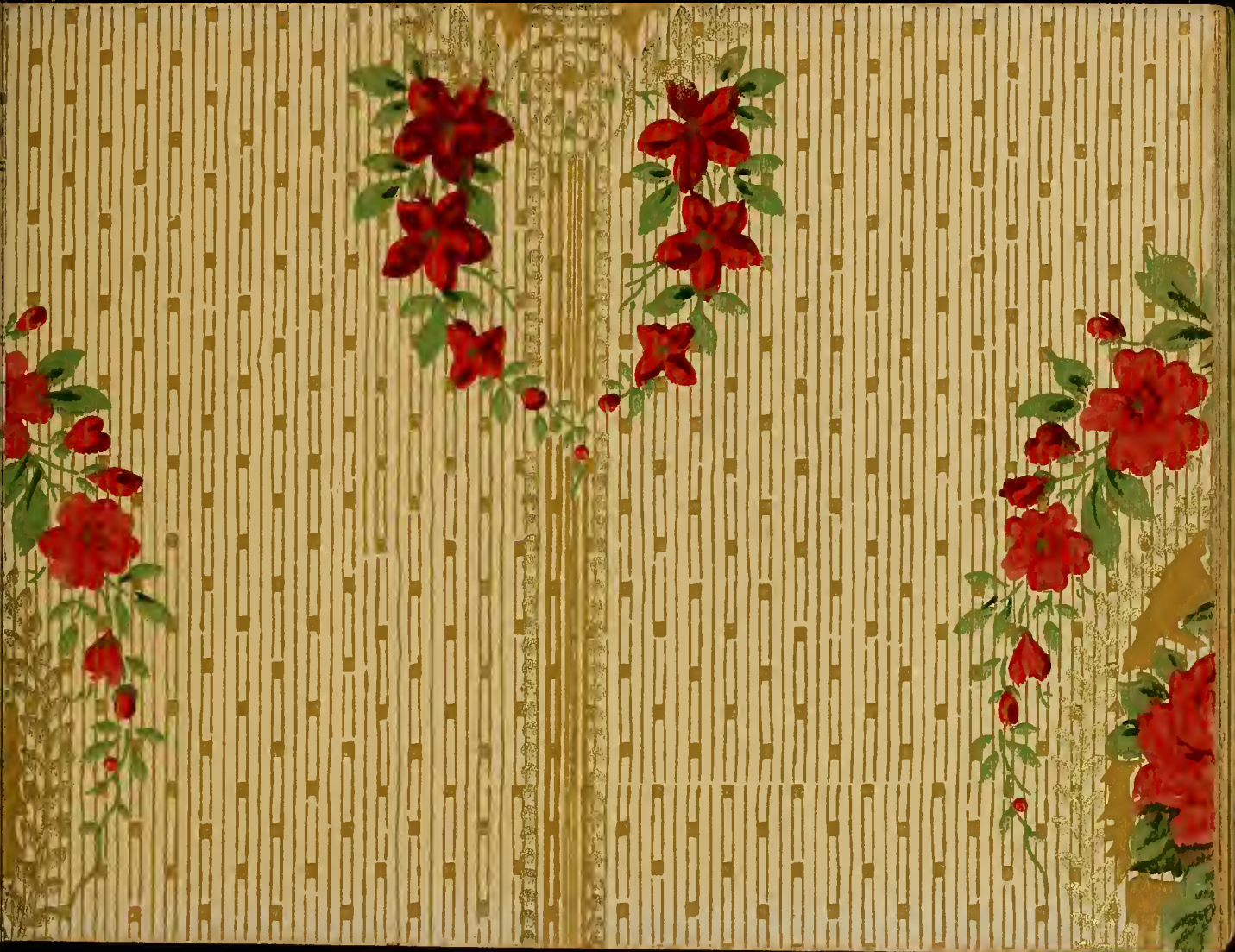
Border is 18 inches wide, but as shown in the illustration on this page, is designed in such a manner that it may be cut down to a 9-inch width without affecting the general appearance. Ceiling may be nicely decorated to match.

- No. 53E191 Wall, per double roll. ....
- No. 53E2191 Border, 18 inches wide, per yard. ....
- No. 53E192 Ceiling, per double roll. ....

Any of the following Moldings Nos. 53E1034, 53E1042, 53E1056, 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back

SEARS, ROEBUCK AND CO., CHICAGO,



For Color Design, Turn Over. The color design of p described and priced below is on other side of this sh

CEILING.

BORDER

SIDE WALL.

**16** CENTS  
A Double Roll

*The Gloria*

We show here another charming pattern in the same design No. 53E185. This design is so much in demand that we thought best to furnish it in two colors. This number has cream ground and the floral decorations are deep red. You simply not duplicate this pattern at double our price. Order it with distinct understanding that if you are not more than pleased, may return the paper at our expense and we will return your money and any shipping charges you paid.

The border is 18 inches wide and blends to a nicely decorated light cream ceiling. Border can be reduced considerably in width by trimming off at the top and bottom. The illustration on this page shows the entire combination.

No. 53E187 Wall, per double roll.....

No. 53E2187 Border, 18 inches wide, per yard.....

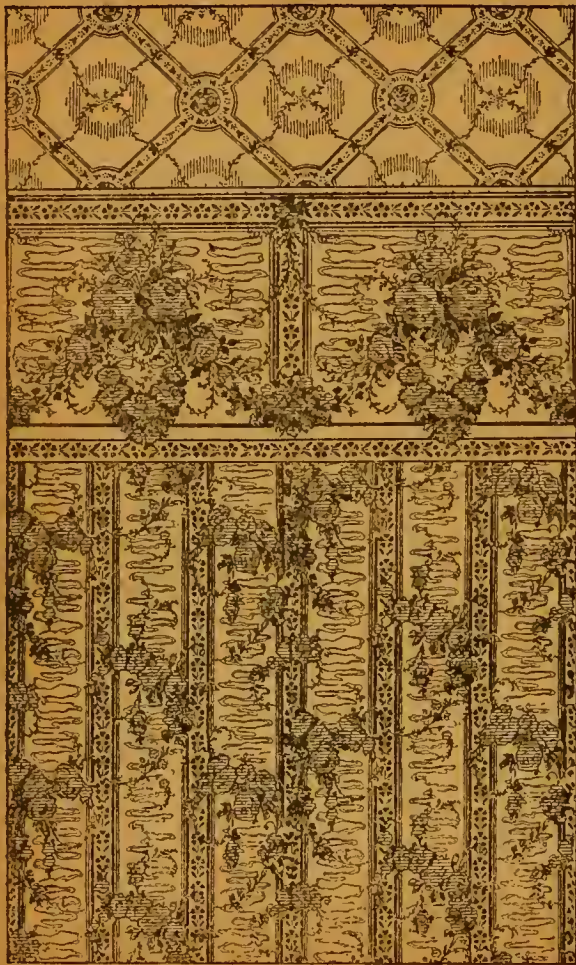
No. 53E188 Ceiling, per double roll.....

Any of the following Moldings Nos. 53E1033, 53E1039, 53E1042, 53E1070 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

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For Color Design, Turn Over. The color design of pattern described and priced below is on other side of this sheet.



CEILING.

BORDER.

SIDE WALL.

**16** CENTS  
A Double Roll

# The Rosabe

Wall papers in this style are becoming more popular every day owing to the long wear possible, due to the fact that they will not readily show soil. The design of this pattern is the same as shown in No. 53E167, yet the colorings are somewhat different. It is especially appropriate for parlors. The equal of this pattern purchased elsewhere would cost you fully double what we ask for it.

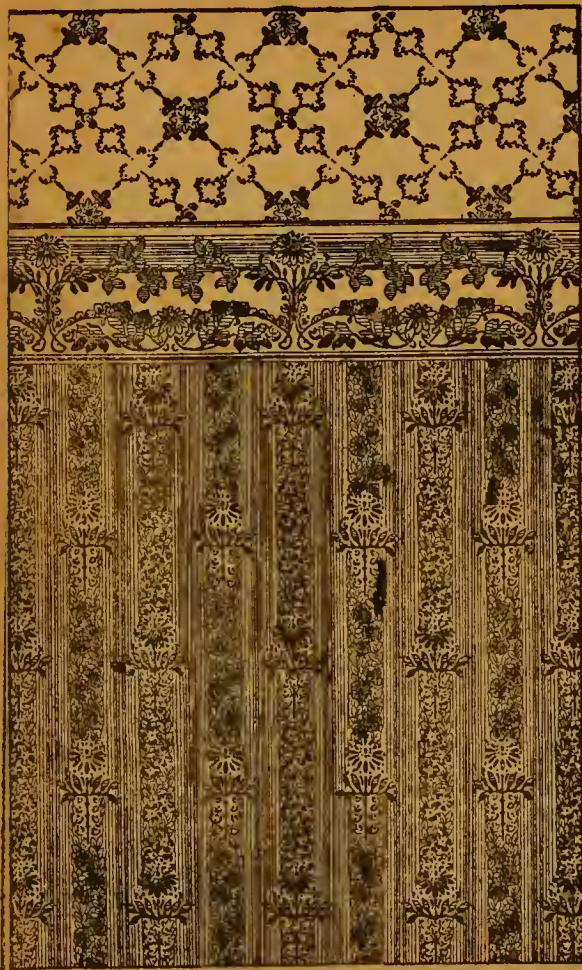
Border is 18 inches wide and beautifully decorated. Ceiling is light green background and is decorated with gold bronze and green sprays to match. The illustration on this page will give you an idea of the appearance of side wall, border and ceiling.

- No. 53E193 Wall, per double roll.....
- No. 53E2193 Border, 18 inches wide, per yard.....
- No. 53E194 Ceiling, per double roll.....

Any of the following Moldings Nos. 53E1033, 53E1039, 53E1042, 53E1070 and 53E1085, may be used with this paper. For price and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on It





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**16** CENTS  
A Double Roll

*The Bengal*

We show here a rich brown pattern suitable for halls, living rooms, dining rooms, etc. The colorings in the large figure green, black, red and gold bronze and very artistically arranged. Truly a high grade paper. A comparison will prove its value. We guarantee this pattern will please you in every respect.

The border is 9 inches wide and blends from a rich brown to light buff ceiling, both nicely decorated to harmonize with the wall. The entire combination is fully illustrated on this page.

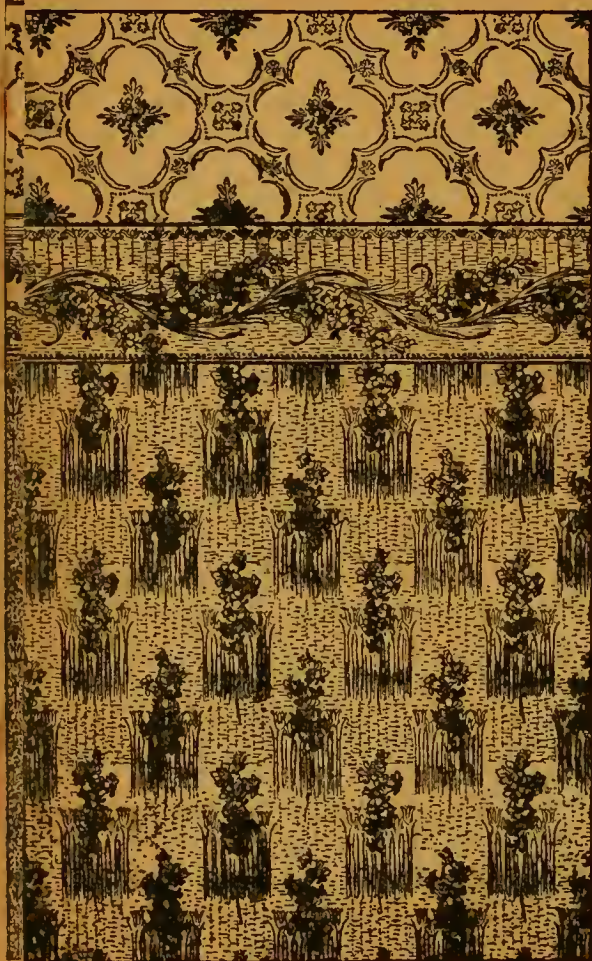
- No. 53E195 Wall, per double roll.....
- No. 53E2195 Border, 9 inches wide, per yard.....
- No. 53E196 Ceiling, per double roll.....

Any of the following Moldings Nos. 53E1028, 53E1032, 53E1038, 53E1066 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

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CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**16** CENTS  
A Double Roll

*The Du Barry*

The coloring used in this pattern is very rich but so arranged that a soft tone is given to the entire design. The pearl gray background with white and silver mica overprint is a most excellent setting for the gold bronze floral decorations. Order this pattern with the distinct understanding that if you are not thoroughly satisfied when you receive it, it may be returned at our expense; we will return the full purchase price and whatever shipping charges you may have paid. All our wall paper is sold under these conditions.

Border for this number is 9 inches wide and is decorated and colored to harmonize with side wall. Ceiling is on light background with neat decorations.

- No. 53E199 Wall, per double roll..... 1
- No. 53E2199 Border, 9 inches wide, per yard..... 1
- No. 53E200 Ceiling, per double roll..... 1

Any of the following Moldings Nos. 53E1030, 53E1032, 53E1038, 53E1066 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

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For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

CEILING.

**16** CENTS  
A Double Roll

*The Lydia*

BORDER.

The large floral decorations of blue with green foliage and gold background scroll work show up to the best advantage on backgrounds of this color. The small overprint in brown tends to soften the tone of the other colors and makes an unusually attractive pattern. Can be appropriately used in parlors and bedrooms.

Border is 18 inches wide and is in itself a beautiful decoration. Ceiling has cream background with small brown dot overprint and colored decorations to match. The illustration on this page shows the entire combination of side wall, border and ceiling.

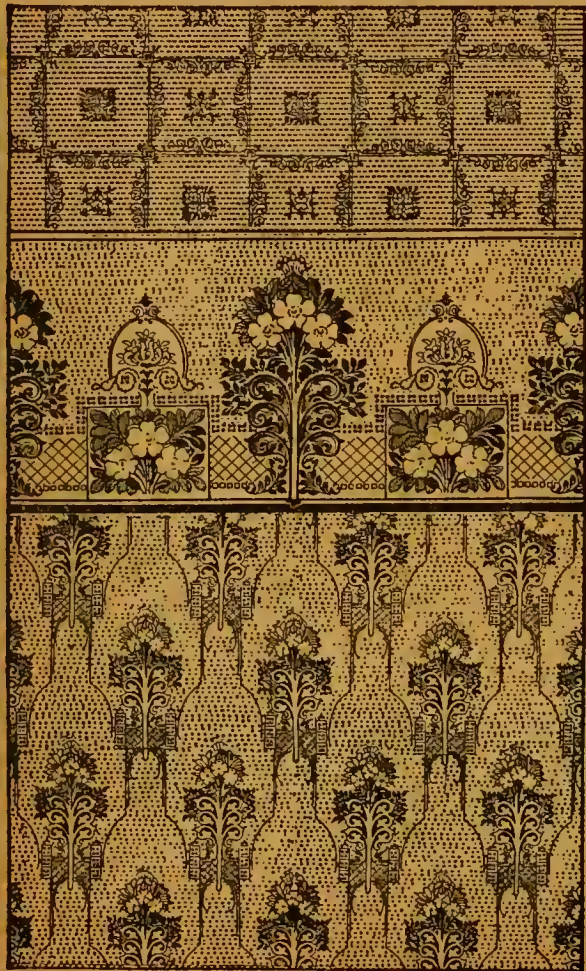
No. 53E201 Wall, per double roll.....

No. 53E2201 Border, 18 inches wide, per yard.....

No. 53E202 Ceiling, per double roll.....

Any of the following Moldings Nos. 53E1032, 53E1039, 53E1068, 53E1085, may be used with this paper. For prices and description see front pages of this book.

Each Sample Has Price and Description Printed on Back



SIDE WALL.





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**16** CENTS  
A Double Roll

*The Urania*

Anyone desiring a parlor paper with green background may select this paper with the assurance that it is the best and neatest floral parlor paper on the market. You may look through dozens of sample books without finding a paper that is as artistically designed and colored as the one we are offering in this number. We guarantee that you will be pleased with the paper after it is on the walls.

Border has similar floral decorations and is 18 inches wide. The border blends into a light green background ceiling with floral decorations.

- No. 53E203 Wall, per double roll..... 10
- No. 53E2203 Border, 18 inches wide, per yard..... 8
- No. 53E204 Ceiling, per double roll..... 10

Any of the following Moldings Nos. 53E1029, 53E1033, 53E1039, 53E1043, 53E1070 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**17** CENTS  
A Double Roll

*The Adeline*  
Border 9 or 18 Inches Wide

We show here a beautiful silk finish pattern which will be very popular this season, and a design which justly merits your approval. The beauty of the red and green floral decorations joined and knotted with white and pink ribbon cannot be truly appreciated from this small sample. This is a very suitable pattern for sitting parlors and bedrooms. Will add greatly to the coziness of a room in the house.

The border is furnished in both 9 or 18-inch width, making a pattern appropriate for rooms with either high or low ceilings. Borders are nicely decorated and blend to a white silk ground coloring colored to harmonize. Illustration shows the 18-inch border.

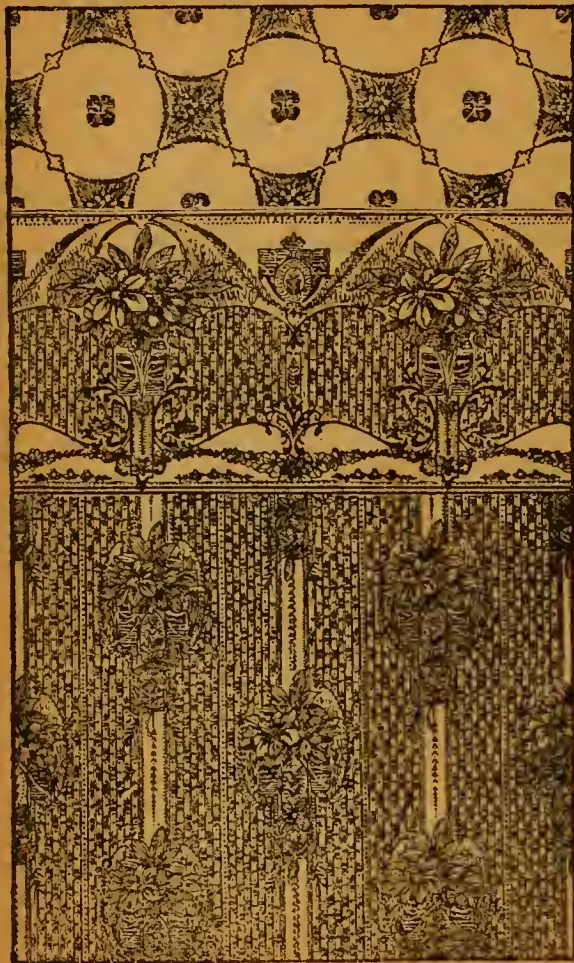
- No. 53E181 Wall, per double roll.....
- No. 53E2181 Border, 9 inches wide, per yard.....
- No. 53E3181 Border, 18 inches wide, per yard.....
- No. 53E182 Ceiling, per double roll.....

Any of the following Moldings Nos. 53E1033, 53E1056, 53E1068, 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back







CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**17** CENTS  
A Double Roll

*The Glencoe*

A high art silk finish decoration in yellow that cannot be excelled regardless of price. The sample shows the quality and weight of the paper and the illustration on this page is an exact reproduction of this decoration just as it will appear after the paper is on the walls. A very suitable paper for parlors and bedrooms. Especially suitable for rooms facing the north as it will give the room a warm and inviting atmosphere.

Border is 18 inches wide and blends to a light silk finished ceiling, decorated with gold bronze and floral designs.

- No. 53E215 Wall, per double roll.....
- No. 53E2215 Border, 18 inches wide, per yard.....
- No. 53E216 Ceiling, per double roll.....

Any of the following Moldings Nos. 53E1033, 53E1039, 53E1042, 53E1066 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**18** CENTS  
A Double Roll

# The Herald

Varnished gold bronze stripe pattern on tan background. excellent paper for halls, dining rooms, libraries, etc. May be used with 9-inch forestry border and ceiling that we make for this design. Can also be used as an independent side wall or for lower one-half or lower two-thirds of wall in connection with some other pattern. If you wish a cut out border for this pattern order No. 53E253 Border and No. 53E5006 Ceiling, the regular border and ceiling furnished with our brown Oatmeal Ingrain Paper. This pattern is a fair illustration of the many great values we are offering this season. We show the same design in green No. 53E207.

The illustration on this page shows the appearance of the side wall, forestry border and ceiling.

- No. 53E205 Wall, per double roll..... 1
- No. 53E2205 Border, 9 inches wide, per yard.....
- No. 53E206 Ceiling, per double roll..... 1

Any of the following Moldings Nos. 53E1028, 53E1051, 53E1032, 53E1085 and 53E1085, may be used with this paper. For prices and descriptions front pages of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of p described and priced below is on other side of this s

**18** CENTS  
A Double Roll

*The Calume*

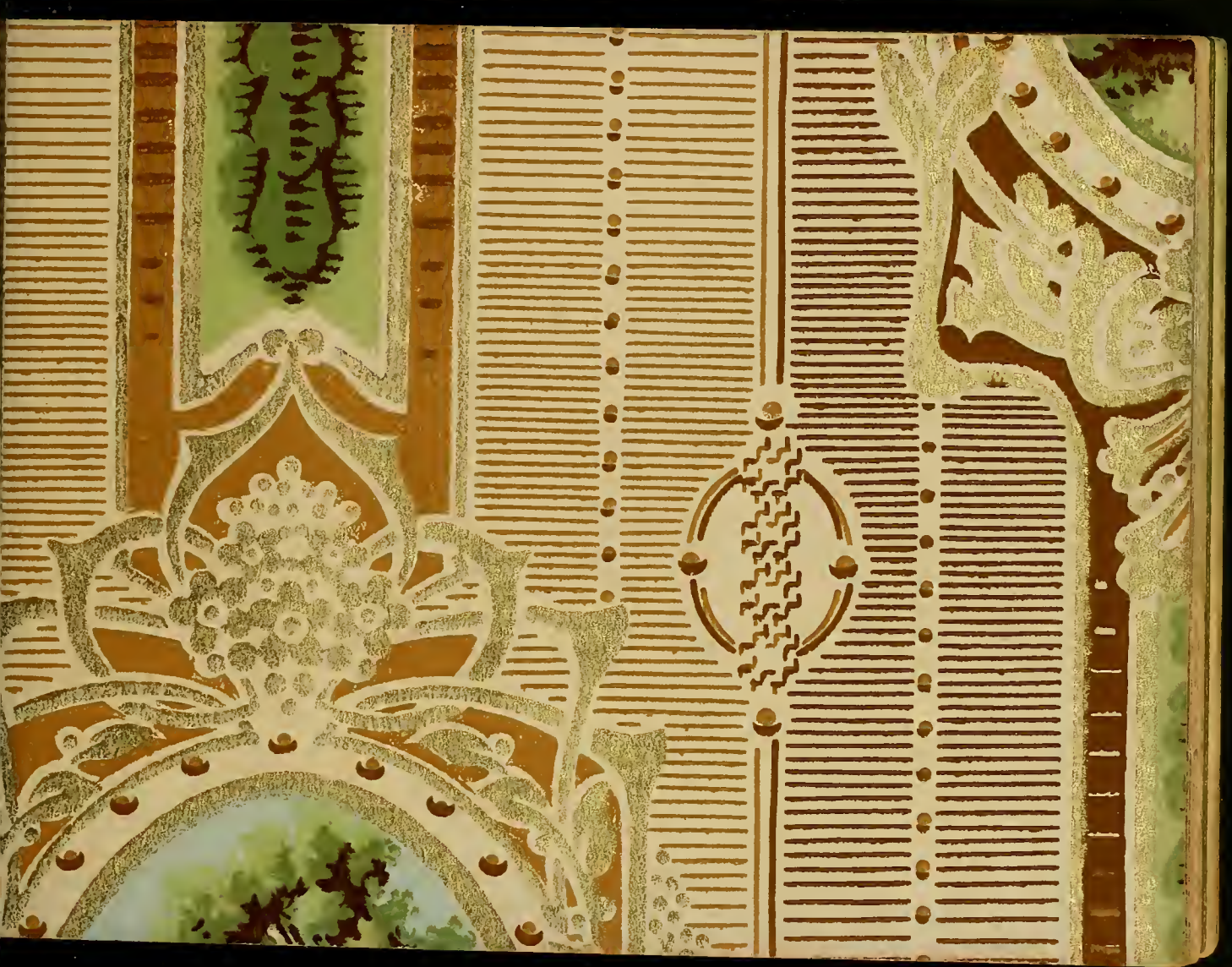
This pattern is the same design as No. 53E205. The varn gold bronze coloring shows up beautifully on the green backgr You can select nothing nicer for dens, libraries, dining rooms lora or halls. We furnish a regular 9-inch border with this pa also a regular ceiling nicely decorated, but the side wall ma used independently with other patterns for lower one-half or thirds of wall. Cut out border No. 53E25109 matches this pa nicely and can be used with it if desired.

A very good idea of the appearance of this pattern when c walls may be obtained from the illustration on this page.

- No. 53E207 Wall, per double roll.....
- No. 53E2207 Border, 9 inches wide, per yard.....
- No. 53E208 Ceiling, per double roll.....

Any of the following Moldings Nos. 53E1032, 53E1038, 53E1050, 5 and 53E1085, may be used with this paper. For prices and descriptio front pages of this book.

Each Sample Has Price and Description Printed on I





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**18** CENTS  
A Double Roll

*The Woodlawn*

A pattern of this kind must necessarily brighten up a room, colors used are so cheerful and clean appearing, while the design itself is very pretty, showing green forestry on blue background framed by gold bronze scrolls. While the entire design cannot be seen from the sample, the illustration on this page shows the entire combination, which will give you a good idea of the appearance when on the walls of a room. Suitable for living rooms, hall, dining rooms and parlors.

Border is 18 inches wide and beautifully decorated. Ceiling light ground and is decorated to harmonize.

- No. 53E209 Wall, per double roll.....
- No. 53E2209 Border, 18 inches wide, per yard.....
- No. 53E210 Ceiling, per double roll.....

Any of the following Moldings Nos. 53E1034, 53E1038, 53E1042, 53E1046 and 53E1070, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back







CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**18** CENTS  
A Double Roll

*The Dresden Blue*

A varnished gold bronze pattern in light blue that will meet most exacting requirements for a strictly high class wall decoration for parlors and bedrooms. Similar papers, in no way superior to one shown here, are sold at fancy prices and used in some of the finest residences. We guarantee that decoration of equal quality cannot be secured elsewhere for less than double our price.

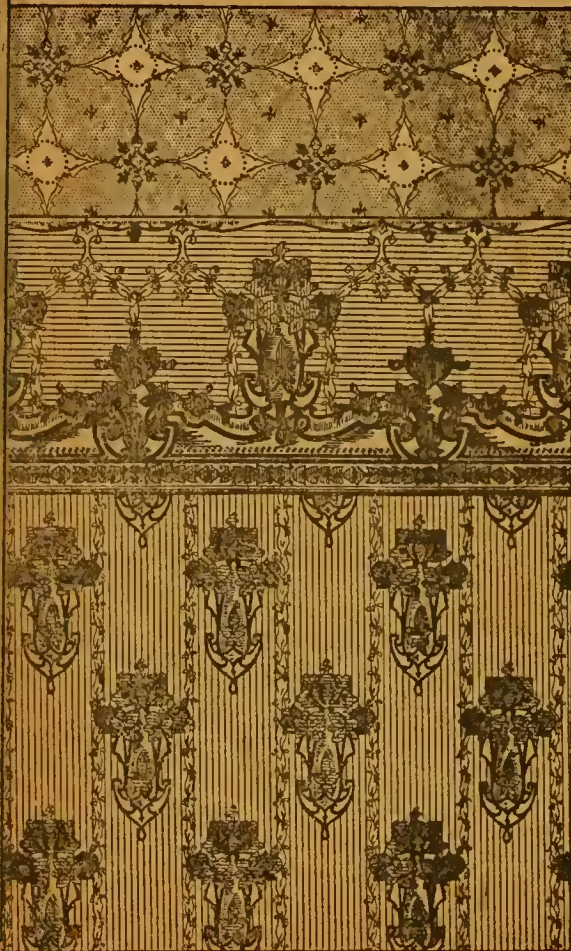
Border is 9 inches wide with elaborate gold bronze decoration and blends into one of the most beautiful white background ceiling imaginable. The illustration on this page shows the entire combination of side wall, border and ceiling.

- No. 53E211 Wall, per double roll. . . . . 1
- No. 53E211 Border, 9 inches wide, per yard. . . . . 1
- No. 53E212 Ceiling, per double roll. . . . . 1

Any of the following Moldings Nos. 53E1032, 53E1038, 53E1057, 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

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CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**18** CENTS  
A Double Roll

*The Arden*

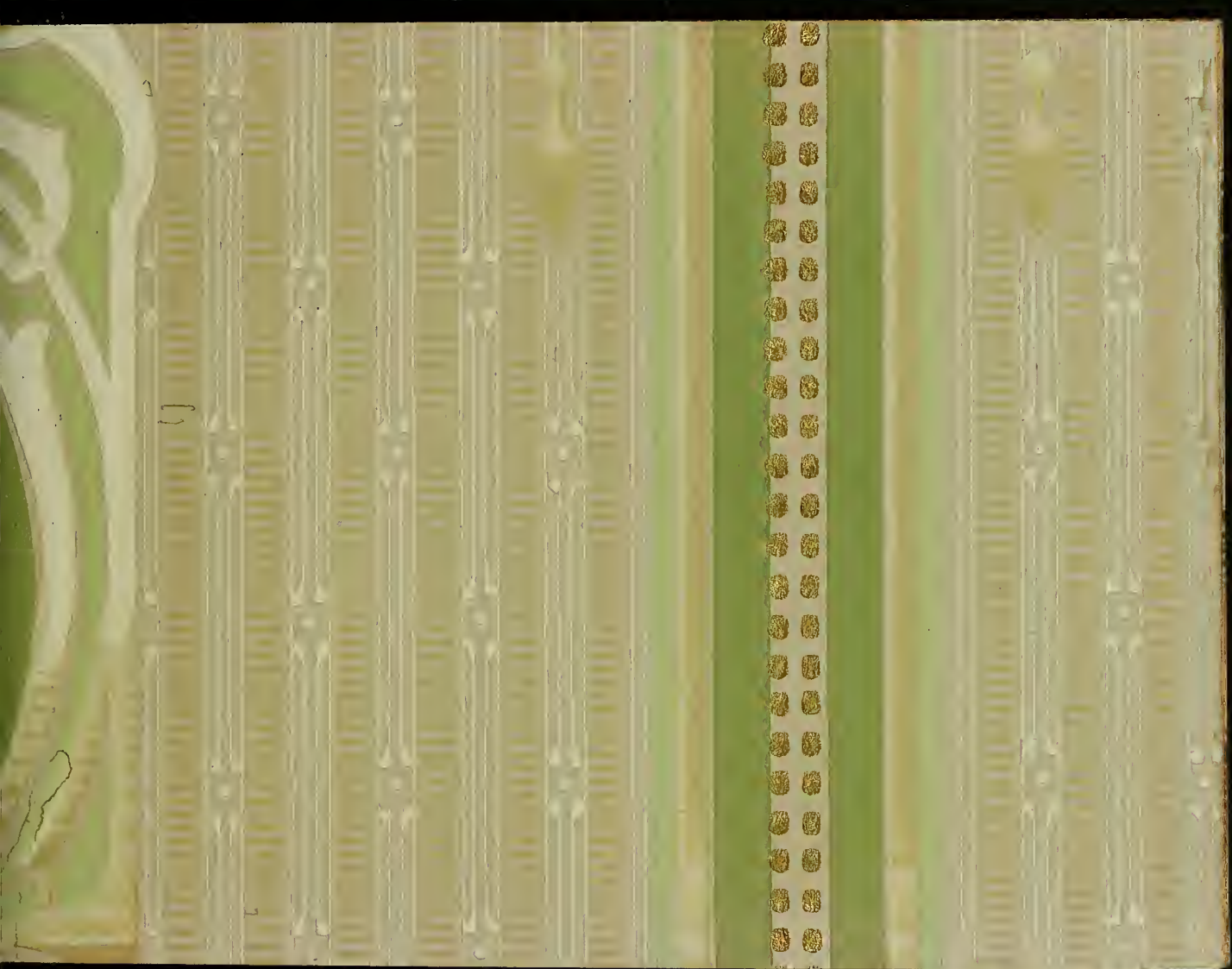
We are showing in this pattern something entirely new to the wall paper trade, and if you want something up to date, send your order for this paper. Notice the shading of the brown stripes and the artistic arrangement of the large design. The colorings of the large design are gray, dark brown, gold bronze and green. The stripe of silver sprays completes the richness of the pattern.

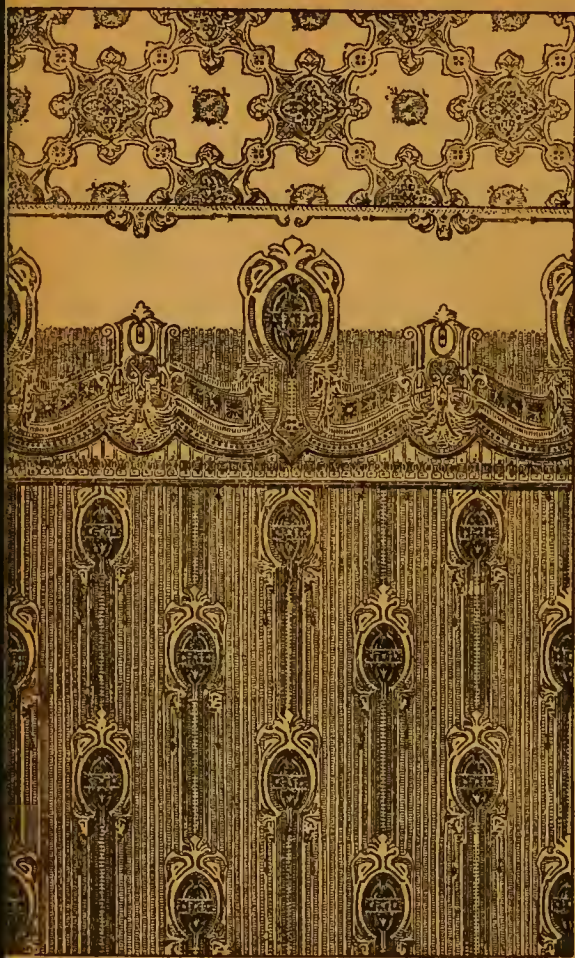
Border is 18 inches wide and blends to an olive gray ceiling both of which are beautifully decorated to match the side wall.

- No. 53E213 Wall, per double roll..... 18
- No. 53E2213 Border, 18 inches wide, per yard..... 8
- No. 53E214 Ceiling, per double roll..... 18

Any of the following Moldings Nos. 53E1032, 53E1039, 53E1042, 53E1050, 53E1066 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**20** CENTS  
A Double Roll

# The Cicero

The overprint of white and olive makes a beautiful background for the green columns. The large gold bronze medallion is enclosed with white scroll work and has a long stem formed by two rows of gold bronze dots. You will make no mistake in ordering the number for your parlor, hall, dining room or living room.

We furnish an 18-inch border, nicely decorated to match. Ceiling has white background and is decorated in gold bronze and several harmonizing shades of green. The entire combination illustrated on this page.

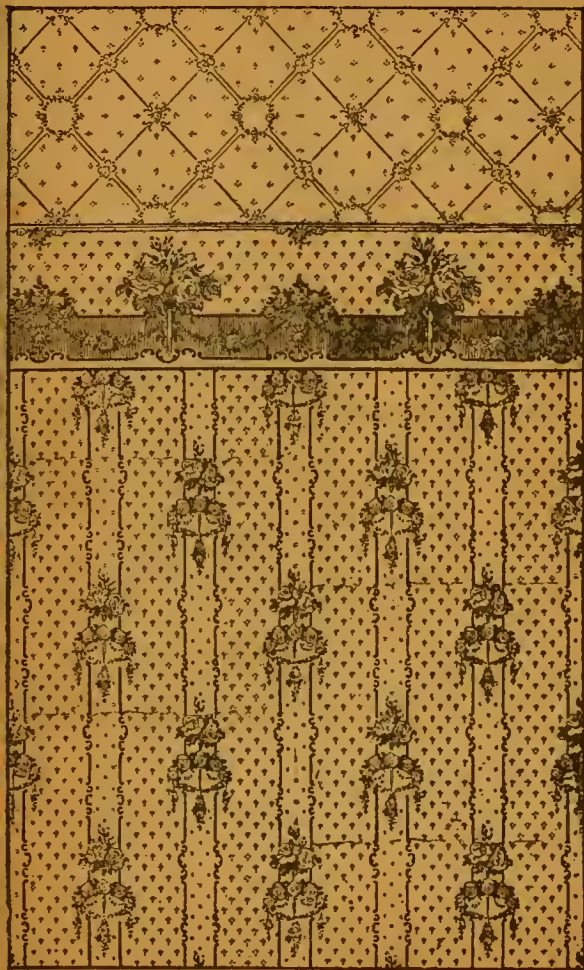
- No. 53E217 Wall, per double roll. . . . . 2
- No. 53E2217 Border, 18 inches wide, per yard. . . . .
- No. 53E218 Ceiling, per double roll. . . . . 2

Any of the following Moldings Nos. 53E1032, 53E1038, 53E1042, 53E1068 and 53E1070, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.



CEILING.

BORDER.

SIDE WALL.

WALL PAPER SAMPLE BOOK.

**20** CENTS  
A Double Roll

# The Evangéline

We show here another varnished gold bronze paper which we consider quite above the ordinary for the low price we ask. You would doubtless find it very difficult to purchase the equal of this paper elsewhere at three times the price.

The background is a deep cream with a small gold bronze floral print. The large stripe is a pearl gray bordered with gold bronze scroll work. The pink and white roses with green foliage completes one of the choicest patterns we have this season. Suitable for parlors and bedrooms.

The border is 9 inches wide and blends to a white ceiling, the corners of which are nicely decorated with varnished gold bronze and floral designs. See illustration of entire combination on this page.

- No. 53E219 Wall, per double roll.....
- No. 53E2219 Border, 9 inches wide, per yard.....
- No. 53E220 Ceiling, per double roll.....

Any of the following Moldings Nos. 53E1033, 53E1039, 53E1056, 53E1070, may be used with this paper. For prices and description see front pages of this book.

Each Sample Has Price and Description Printed on Back

SEARS, ROEBUCK AND CO., CHICAGO,





For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.



CEILING.

BORDER.

SIDE WALL.

**20** CENTS  
A Double Roll

*The Antwerp*

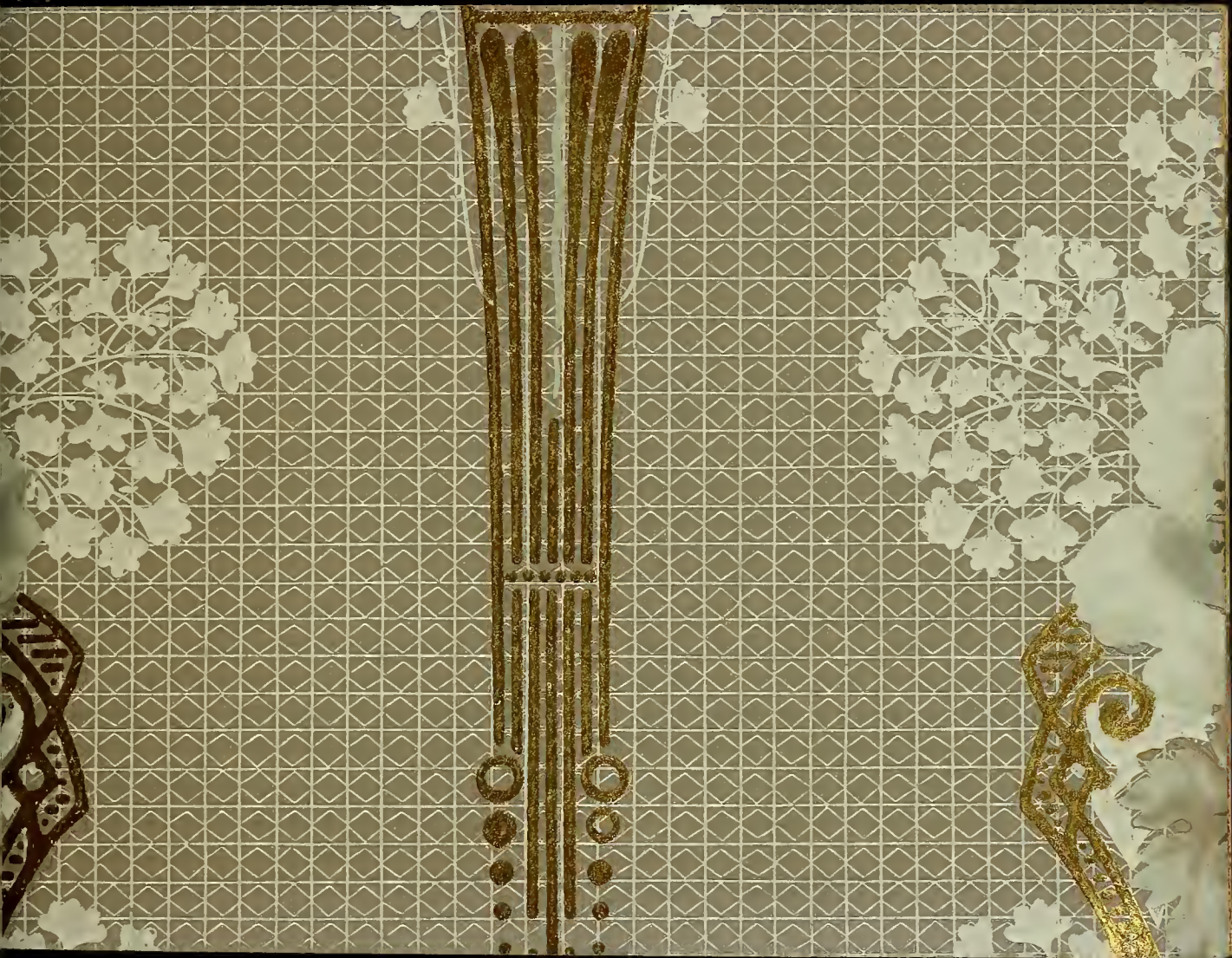
If we could show you a full roll of this beautiful paper it would not be necessary for us to make any comments on the quality design. This sample will give you some idea as to the coloring and the illustration on this page shows the side wall, border; ceiling just as it appears when on the walls. The design belongs to the class of stripes, four stripes to the width of the paper. Alternating light and dark stone stripes with floral decorations in white and brown. The gold bronze wreath and stripes add greatly to the beauty of this pattern.

A beautiful border, 18 inches wide, blends into a white grooved ceiling with decorations in colors to harmonize.

- No. 53E223 Wall, per double roll. . . . .
- No. 53E223 Border, 18 inches wide, per yard. . . . .
- No. 53E224 Ceiling, per double roll. . . . .

Any of the following Moldings Nos. 53E1034, 53E1038, 53E1042, 53E1046 and 53E1070, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**22** CENTS  
A Double Roll

# The Pauline

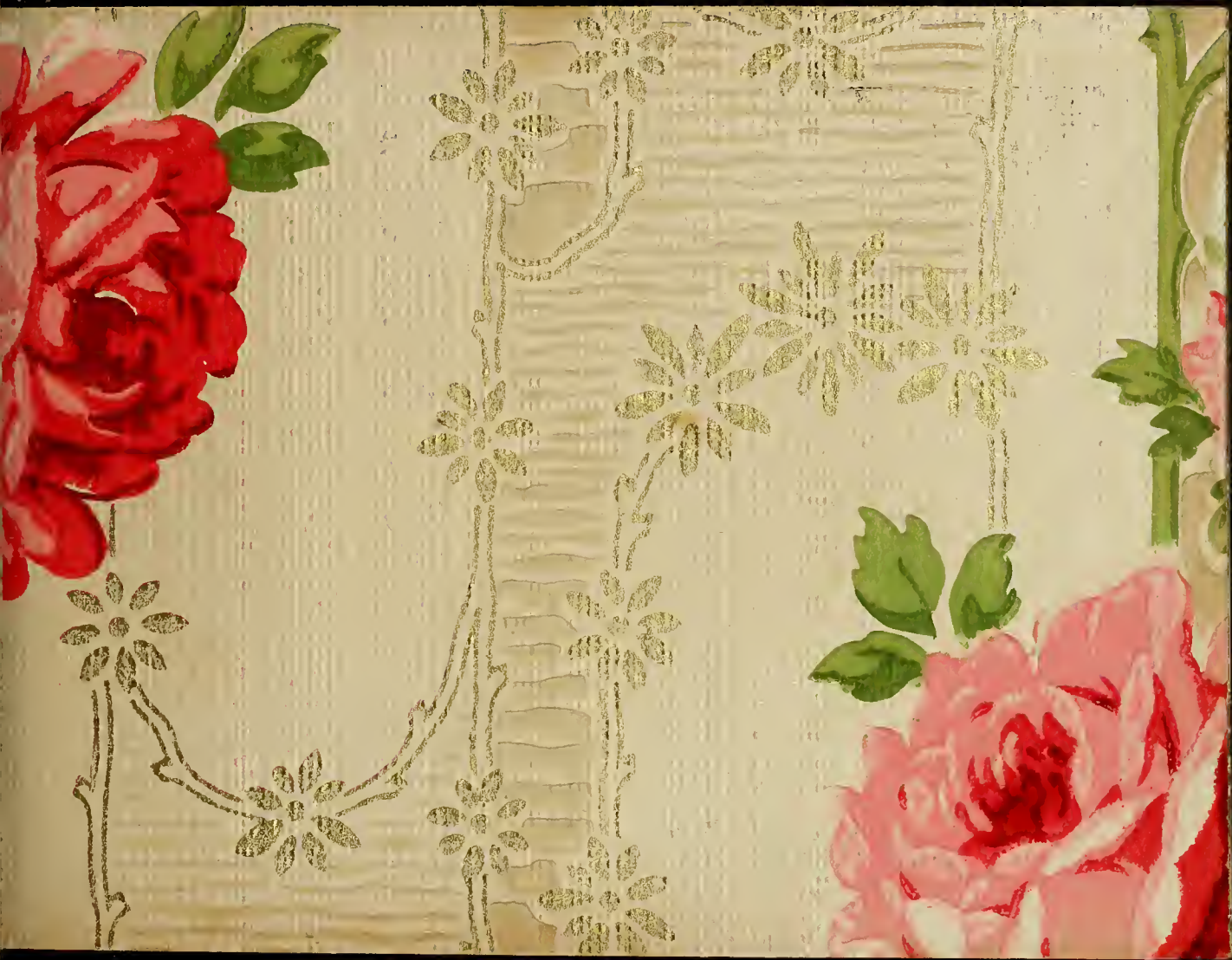
We show a dainty parlor and bedroom decoration in this sample. We call particular attention to the lace effect in the background; it is one of the newest ideas of the season. The floral decorations are printed in subdued colorings and there is just enough varnish gold bronze in this pattern to give it life. We are sure that this paper will satisfy the most particular requirements and we urge you to select it, because it is a paper that will give the best of satisfaction and one that cannot be had elsewhere for less than 50 cents a double roll.

Border is 18 inches wide. Ceiling is beautifully decorated.

- No. 53E221 Wall, per double roll.....2
- No. 53E222 Border, 18 inches wide, per yard.....
- No. 53E222 Ceiling, per double roll.....2

Any of the following Moldings Nos. 53E1030, 53E1032, 53E1038, 53E1057 and 53E1068, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**22** CENTS  
A Double Roll

*The American Beauty*

This beautiful paper is a sample of strictly high class design and coloring.

We show in this style a most popular effect and we recommend this number for decorating rooms of the finest homes. Note the natural beauty of the large red roses and the artistic arrangement of the gold bronze decorations. We guarantee that you will be pleased with this paper. If you do not find it the biggest bargain you ever received, return it at our expense and we will cheerfully give you back your money and any shipping charges you may have paid. This paper is heavily embossed.

Border is 18 inches wide and together with ceiling is nicely decorated in perfect harmony with the side wall.

- No. 53E225 Wall, per double roll. . . . .
- No. 53E225 Border, 18 inches wide, per yard. . . . .
- No. 53E226 Ceiling, per double roll. . . . .

Any of the following Moldings Nos. 53E1033, 53E1038, 53E1042, 53E1074 and 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**24** CENTS  
A Double Roll

# The Tokay

We show here a very tasty grape design on cream background. This handsome design is especially desirable for dining rooms and refreshment parlors. Fruit and scenic papers are in excellent taste for decorating dining rooms, and this particular pattern will freshen up any room in which it is hung. The green leaves and red grapes are perfectly colored without being overdone. The cross line overprint brings out a very pleasing effect.

Border is 18 inches wide and the grapes hang in large bunches making a very handsome combination. Ceiling is decorated to match. This pattern can be used above plate rail with our green or tan Oatmeal Ingrain for lower part of the wall and makes a very pleasing combination.

- No. 53E231 Wall, per double roll.....24
- No. 53E2231 Border, 18 inches wide, per yard..... 24
- No. 53E232 Ceiling, per double roll.....24

Any of the following Moldings Nos. 53E1029, 53E1038, 53E1050, 53E1051 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



CEILING.

BORDER.

SIDE WALL.







CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**25** CENTS  
A Double Roll

*The Nippon*

This is one of the richest patterns we offer this season. The large decoration of gold bronze roses is nicely arranged in a frame of gilt bronze. The dark stripes of gray are edged with millinery which adds greatly to the richness of the pattern. This paper may be used in the most luxurious apartments with the assurance of entire satisfaction.

The border is 18 inches wide and highly decorated with gold bronze. Ceiling is decorated to match. The illustration on this page shows the entire combination.

- No. 53E227 Wall, per double roll . . . . . 2
- No. 53E227 Border, 18 inches wide, per yard . . . . .
- No. 53E228 Ceiling, per double roll . . . . . 2

Any of the following Moldings Nos. 53E1033, 53E1038, 53E1040, 53E1066 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**25** CENTS  
A Double Roll

## The Florodora

We want you to examine this highly embossed pattern with silver effect mica background. Compare it with high grade papers shown elsewhere. Convince yourself that we can furnish high grade to date papers at just about one-third of what you will be compelled to pay elsewhere. The large pink rose and two small red buds are on white ground and encircled with yellow and gold bronze shading. If you want something with delicate coloring for your parlor or front bedroom order this number.

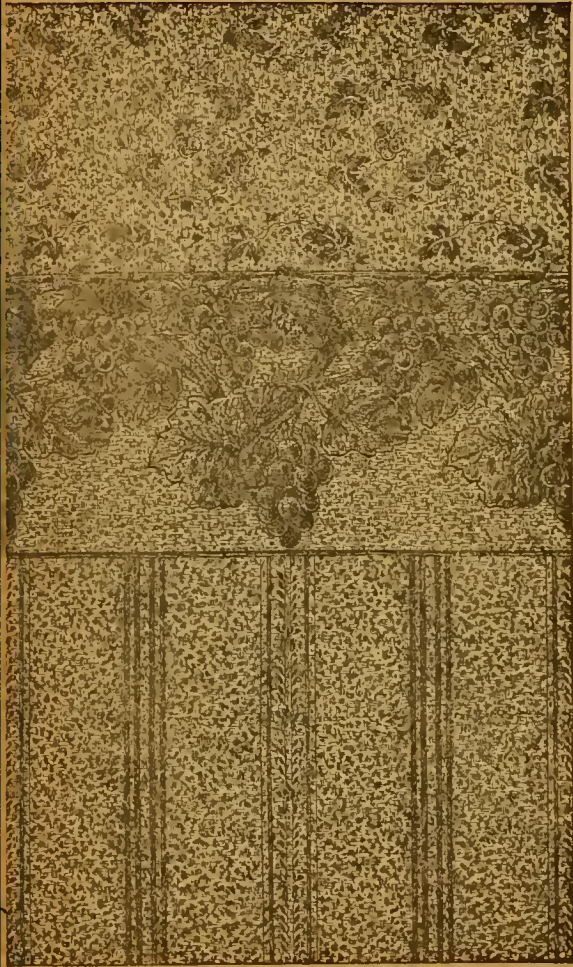
The border is 18 inches wide and the most beautiful piece of work you ever saw. Ceiling is decorated to harmonize.

- No. 53E229 Wall, per double roll . . . . . 2
- No. 53E2229 Border, 18 inches wide, per yard . . . . . 2
- No. 53E230 Ceiling, per double roll . . . . . 2

Any of the following Moldings Nos. 53E1035, 53E1038, 53E1042, 53E1053, 53E1068 and 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**35** CENTS  
A Double Roll

*The Malaga*  
Regular 18-Inch or Cut Out Border

This high grade paper is in a class by itself and is not carried in stock by the average wall paper concern. The equal of this pattern if found elsewhere would cost you no less than \$1.00 a double roll. The producing of the rich gold bronze background requires three separate printings. The dark bronze stripes are edged with black, making a very pleasing contrast. This is an exclusive dining room paper. May be used for the entire wall above plate rail with brown Lincrusta-Walton, burlap or an oatmeal ingrain paper for lower part of wall.

The border is a rich grape design, showing the vine, large green leaves and clusters of grapes, true to nature. It is one of the most beautiful patterns produced in our mill. Furnished in the regular 18-inch width cut out. The cut out border is sold only in full 4-yard pieces. If 22 yards are needed it will be necessary that six full pieces be purchased; if 25 yards are wanted you must order seven full pieces, and so on. Ceiling is nicely decorated to harmonize. Illustration shows 18-inch border.

- No. 53E233 Wall, per double roll..... 35
- No. 53E2233 Border, 18 inches wide, per yard..... 35
- No. 53E3233 Border, cut out, per 4-yard piece..... 30
- No. 53E234 Ceiling, per double roll..... 20

Any of the following Moldings Nos. 53E1051, 53E1066, 53E1075 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

CEILING.

BORDER.

SIDE WALL.

**12** CENTS  
A Double Roll

# The Lillian

Two Styles of Borders

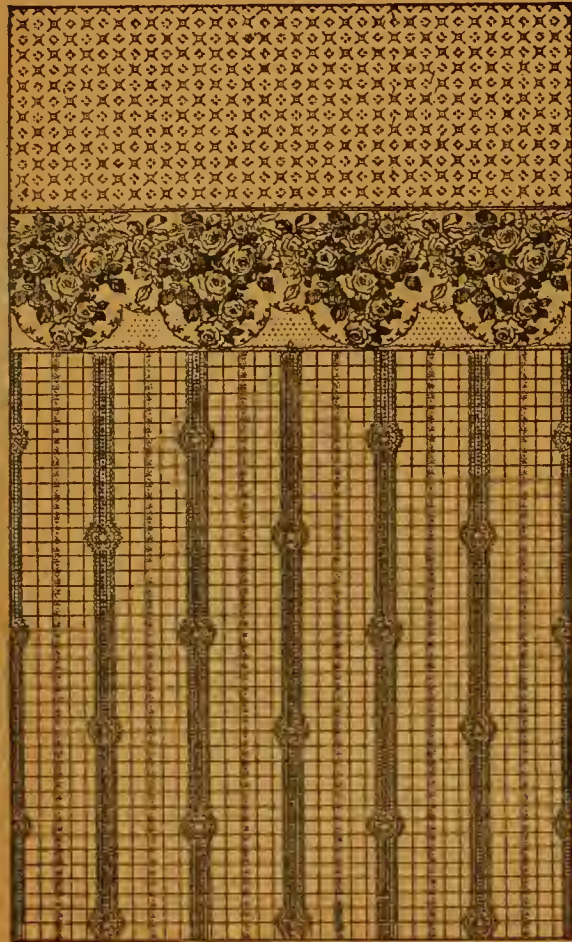
We are offering in this and the following seven papers some very up to date and artistic stripe effects that are being used for bedrooms by the class decorators. Some of the designs may also be used for parlors. At very low prices for this class of papers is due to the fact that we manufacture the paper in our own mill and save you the middlemen's profit. Papers of equal quality and design sell elsewhere at 30 to 60 cents a double roll.

A beautiful cut out border about 15 inches wide is furnished with this paper, having decorations consisting of large red and pink roses and green work in harmonious colorings. We also furnish a 9-inch border with this paper, having floral decorations consisting of red and pink roses and green foliage. This may be cut out, but we furnish it only in the regular way, shown in the illustration on this page. Ceiling is nicely decorated to harmonize.

- No. 53E235 Wall, per double roll. . . . . 1
- No. 53E235 Border, 9 inches wide, per yard. . . . . 1
- No. 53E325 Border, cut out, per 4-yard piece. . . . . 1
- No. 53E236 Ceiling, per double roll. . . . . 1

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070, 53E1083, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



WALL PAPER SAMPLE BOOK.

SEARS, ROEBUCK AND CO., CHICAGO, ILL.







For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**12** CENTS  
A Double Roll

*The Jeannette*

*Regular 9-Inch or Cut Out Border*

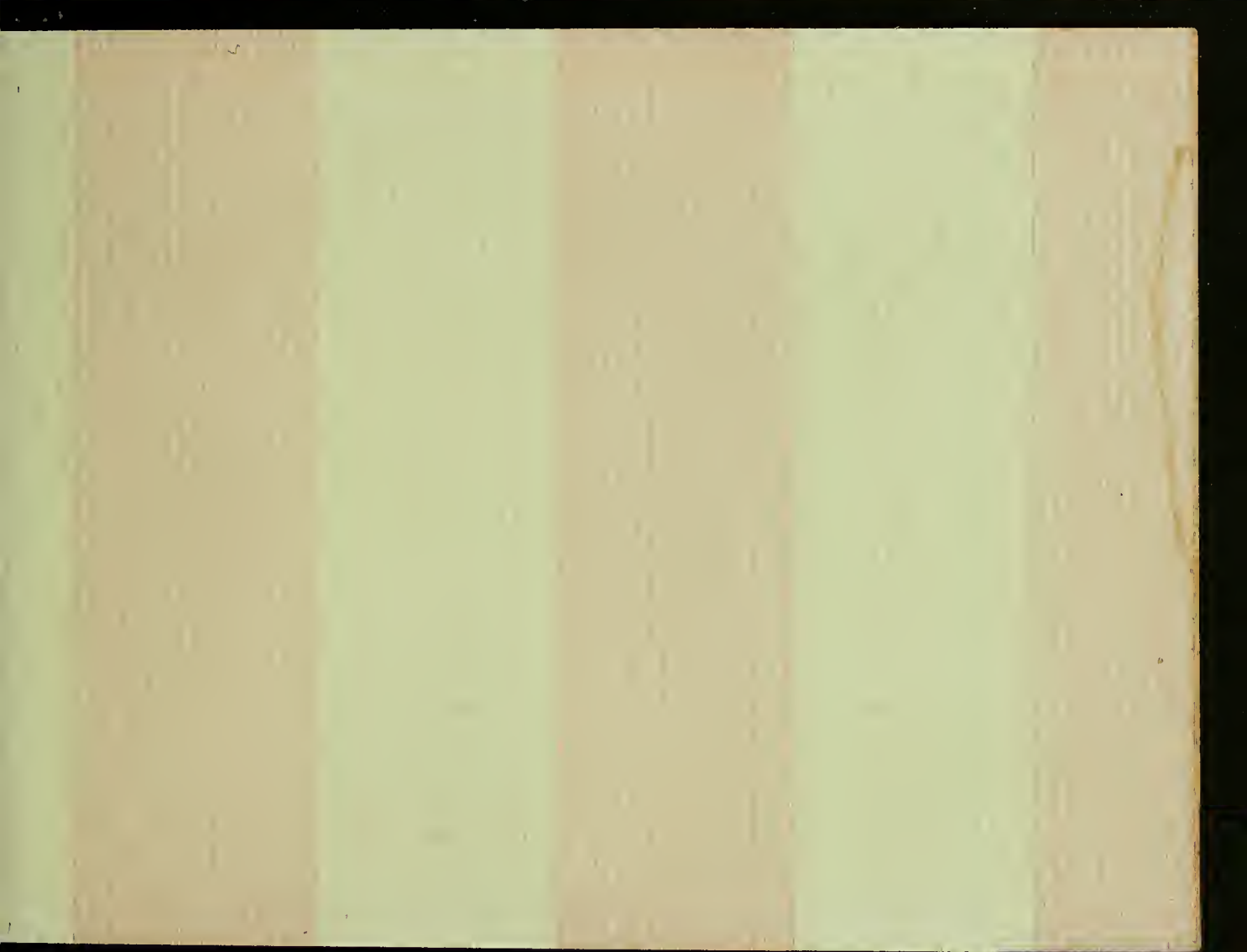
A beautiful blue stripe pattern in the same design as No. 53E237. These designs are something entirely new and will be found very popular this season. To fully appreciate the beauty of this combination it must be seen on the walls, although this sample and the illustration on this page will give you a good idea of its handsome effect.

The 15-inch cut out border, as shown in the illustration on this page, has large pink and red roses and is one of the prettiest and neatest borders on the market. The preceding sample No. 53E235 shows the 9-inch border that is also furnished with this paper, the design is so arranged that it may be cut out if desired. Ceiling is neatly decorated to harmonize.

- No. 53E239 Wall, per double roll. . . . . 12c
- No. 53E2239 Border, 9 inches wide, per yard. . . . . 1c
- No. 53E3239 Border, cut out, per 4-yard piece. . . . . 18c
- No. 53E240 Ceiling, per double roll. . . . . 12c

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070 and 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

CEILING.

BORDER.

SIDE WALL.

**12** CENTS  
A Double Roll

*The Geraldine*  
Regular 9-Inch or Cut Out Border

Handsome light green pattern of novel design, with cut out border; sure to please anyone looking for something neat and to date. This paper may be used in bedrooms and small parlors. The 9-inch border is nicely decorated with red and pink roses and is so designed that if you prefer, it may be applied or cut out. We also furnish a cut out border, about 15 inches wide, showing groups of large pink roses nicely arranged on lattice work. Sold only in 4-yard pieces. Illustration shows 9-inch border.

Ceiling is nicely decorated to match side wall and border.

- No. 53E237 Wall, per double roll..... 1
- No. 53E2237 Border, 9 inches wide, per yard..... 1
- No. 53E3237 Border, cut out, per 4-yard piece..... 1
- No. 53E238 Ceiling, per double roll..... 1

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070, 53E1088, may be used with this paper. For prices and descriptions front pages of this book.

Each Sample Has Price and Description Printed on Back



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

CEILING.

BORDER.

**12** CENTS  
A Double Roll

*The Eudora*  
Regular 9-Inch or Cut Out Border

We show here a very pretty blue stripe suitable for parlor, living room or bedroom. The overprint in white is very uniquely arranged and makes a nice ground for the stripe in dark blue.

The floral borders furnished with this pattern are sure to please you. In addition to the regular 9-inch border, which can be made a cut out border by trimming the lower margin of the design along blue line, we furnish a cut out border of large pink and red roses interwoven on a blue and silver lattice work. The cut out border is about 15 inches wide and is sold in 4-yard pieces only. Not sold by the single yard. The ceiling is nicely decorated in harmonizing colors. The illustration on this page shows the entire combination with 15-inch cut out border. An illustration of the 9-inch border may be seen on the back of the preceding sample No. 53E237.

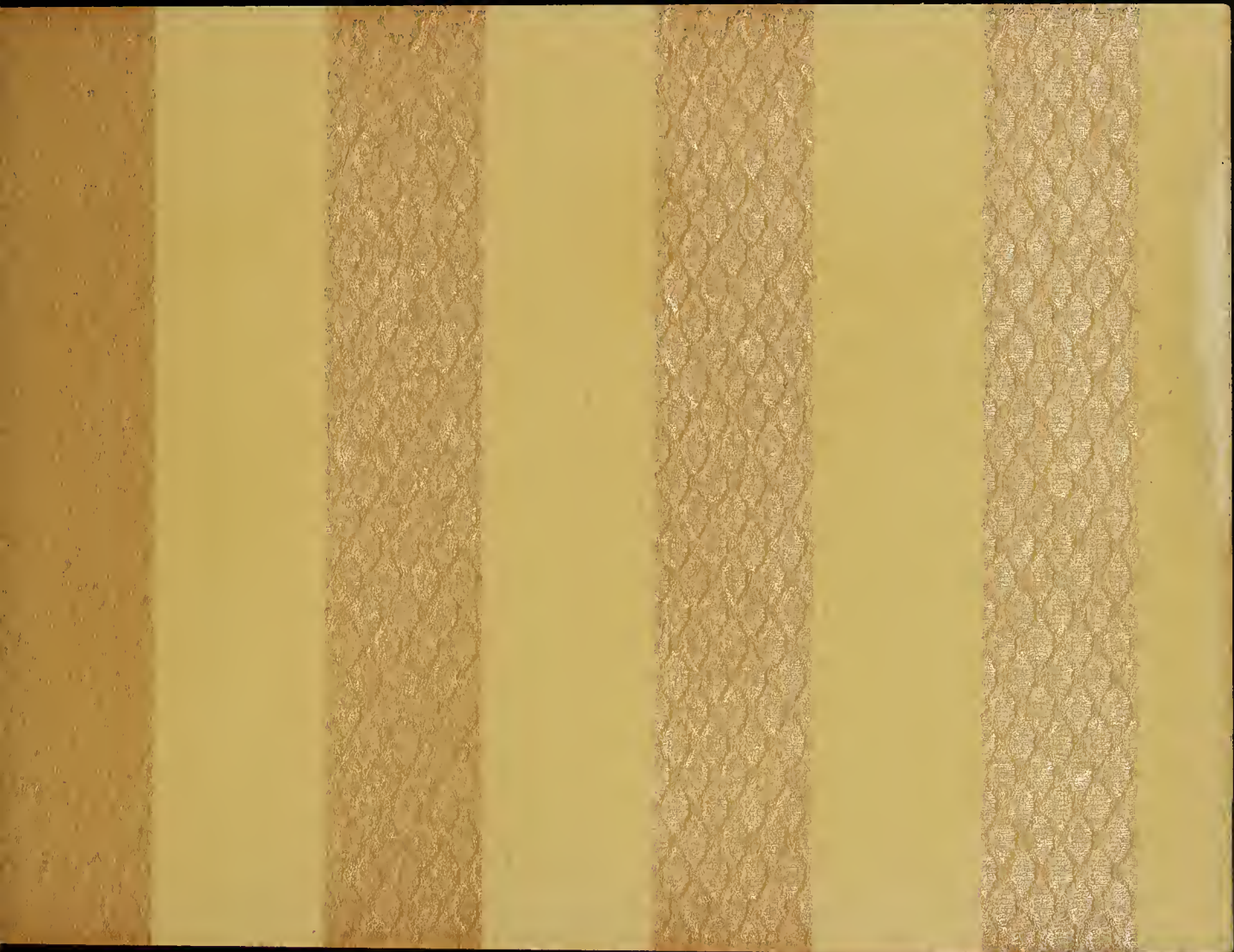
SIDE WALL.

- No. 53E245 Wall, per double roll. . . . . 12c
- No. 53E2245 Border, 9 inches wide, per yard. . . . . 1c
- No. 53E3245 Border, cut out, per 4-yard piece. . . . . 18c
- No. 53E246 Ceiling, per double roll. . . . . 12c

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070 and 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back.







CEILING.

BORDER.

SIDE WALL.

WALL PAPER SAMPLE BOOK.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**16** CENTS  
A Double Roll

*The Lucia*  
Regular 9-Inch or Cut Out Border

Something out of the ordinary in a striped wall hanging. The demand for this class of paper is constantly growing and our assortment this season is more complete than ever before. This pattern will be found very appropriate for parlor or bedroom. Especially desirable for rooms with ceilings. The mica stripe on the cream background gives the pattern a silvery appearance. Side wall and border is nicely embossed.

The regular border is 9 inches wide, as shown in illustration, and designed that it may be cut out if desired. However, we furnish a cut out border, 15 inches wide, with this pattern. The cream background shows white and yellow lattice work with long stemmed pink and red roses interwoven. A very artistic piece of work. Ceiling harmonizes in every respect.

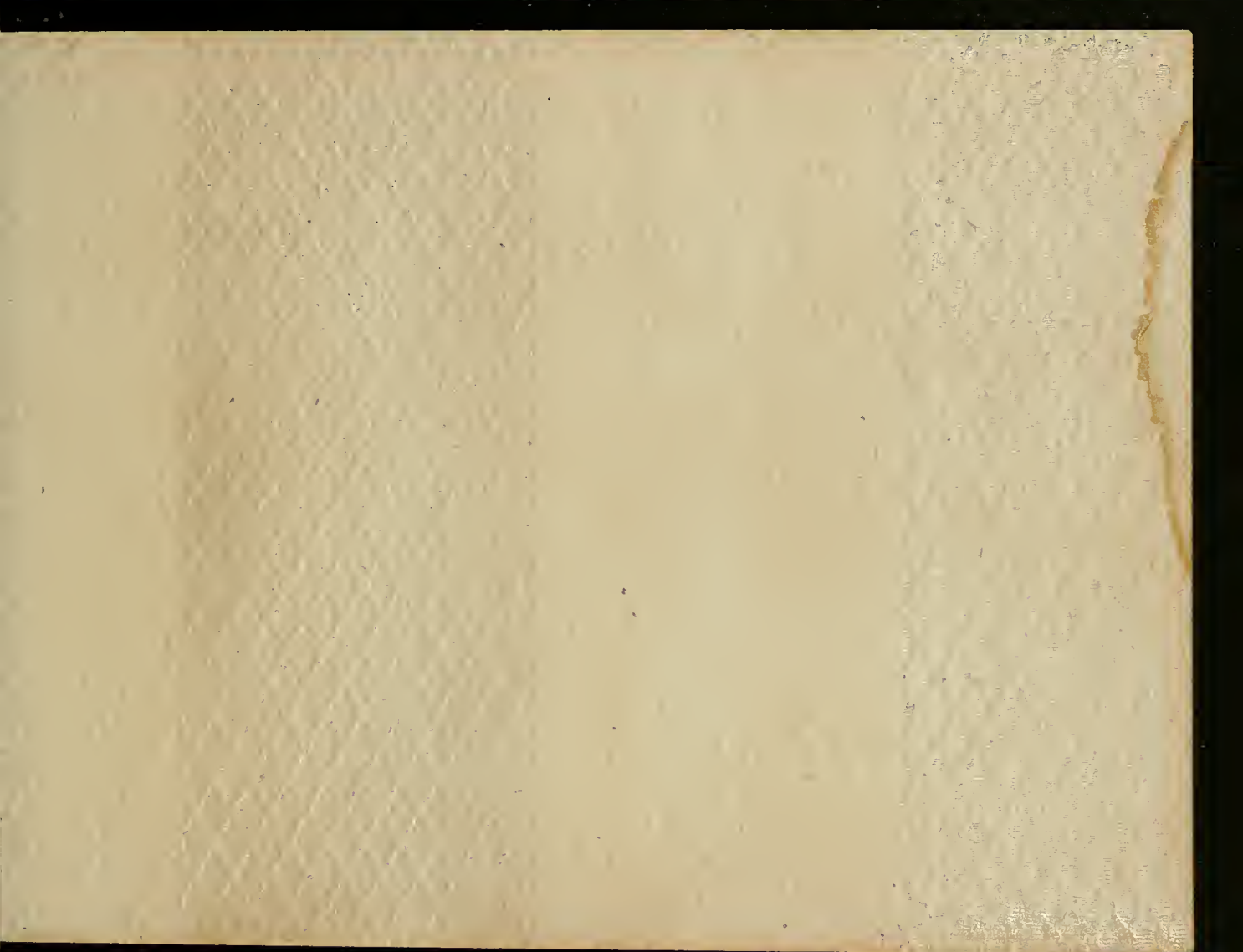
- No. 53E241 Wall, per double roll.....1
- No. 53E2241 Border, 9 inches wide, per yard.....1
- No. 53E3241 Border, cut out, per 4-yard piece.....1
- No. 53E242 Ceiling, per double roll.....1

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070, 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back

SEARS, ROEBUCK AND CO., CHICAGO, ILL.







CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**16** CENTS  
A Double Roll

*The Miranda*  
Regular 9-Inch or Cut Out Border

These plain papers when used in connection with cut out borders will make a most pleasing bedroom decoration. There is absolutely nothing daintier nor anything more up to date and in good taste.

We furnish either a 9-inch regular border, which you can cut out if you wish, or a cut out border measuring about 15 inches in width; both are decorated with red and pink roses. The cut out border shows the long stemmed roses and foliage interwoven in lattice work tinted in gray and silver or mica. Cut out borders are usually sold by decorators and dealers at 10 to 20 cents a yard, while our price for a 4-yard piece is 18 cents.

Ceiling has pure white background with design printed in mica. Illustration shows the entire combination with 15-inch cut out border. The 9-inch border is shown in illustration on preceding sample No. 53E241.

- No. 53E243 Wall, per double roll.....16c
- No. 53E2243 Border, 9 inches wide, per yard..... 10c
- No. 53E3243 Border, cut out, per 4-yard piece.....18c
- No. 53E244 Ceiling, per double roll.....12c

Any of the following Moldings Nos. 53E1055, 53E1068, 53E1070 and 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**18** CENTS  
A Double Roll

*The Chiswick*  
Regular 9-Inch or Cut Out Border

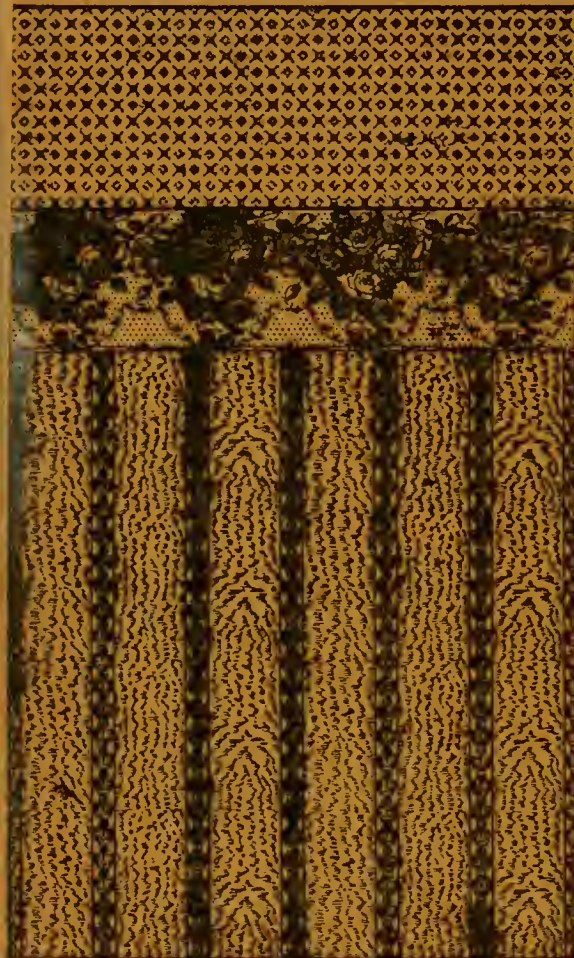
Something entirely new in a silk finished stripe. The popular tan background is richly decorated in gold, silver and yellow, producing a sort of watery effect. The wide gilt stripe is nicely designed and gives the pattern a tone of refinement and good taste.

The border is 9 inches wide and has red floral decorations. A cut out border can be made by trimming the lower margin of the design along gold line. We also furnish a cut out border of large pink and red roses neatly arranged on lattice work, and about 15 inches in width. Sold in 4-yard pieces only. Ceiling harmonizes in every respect. This grade of paper will cost you at least 40 cents a double roll if purchased elsewhere. The illustration shows the entire combination with 9-inch border.

- No. 53E247 Wall, per double roll.....18
- No. 53E2247 Border, 9 inches wide, per yard..... 10
- No. 53E3247 Border, cut out, per 4-yard piece.....18
- No. 53E248 Ceiling, per double roll.....12

Any of the following Moldings Nos. 53E1032, 53E1038, 53E1042, 53E1066, 53E1074 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back



WALL PAPER SAMPLE BOOK.

SEARS, ROEBUCK AND CO., CHICAGO, ILL.



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**18** CENTS  
A Double Roll

**The Trixie**  
Regular 9-Inch or Cut Out Border

This pattern has the same design as shown in No. 53E247 and will be found equally desirable for parlors and bedrooms.

The 15-inch cut out border, as illustrated, has large pink and red roses. The long green stems and leaves are entwined around a frame of gray and gilt bronze lattice work and is in itself a beautiful decoration. An illustration of the 9-inch border may be seen on the back of the preceding sample No. 53E247, it is very neat in design and can be cut out if desired. Ceiling has light ground and matches nicely. The cut out border is sold in 4-yard pieces only.

- No. 53E249 Wall, per double roll.....18c  
 No. 53E2249 Border, 9 inches wide, per yard..... 1c  
 No. 53E3249 Border, cut out, per 4-yard piece.....18c  
 No. 53E250 Ceiling, per double roll.....12c

Any of the following Moldings Nos. 53E1030, 53E1032, 53E1038, 53E1057, 53E1068 and 53E1088, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back.





The design of paper described and priced below is on other side of this sheet.

**10**

CENTS

*A Double  
Roll*

## *Independent Ceiling*

This is a very neat design Independent Ceiling Paper which may be used together with almost any side wall pattern. Makes a beautiful drop ceiling. Furnished in three colors as follows:

No. 53E258	Light green, like this sample, per double roll.....	10
No. 53E260	Cream, per double roll.....	10
No. 53E256	White, per double roll.....	10

Each Sample Has Price and Description Printed on Back.



Each Sample Has Price and Description Printed on Back.

No. 53E264 Cream, per double roll.....

No. 53E262 White, like this sample, per double roll.....

white and cream only.

you will make no mistake in ordering this number. Furnishes for use with either floral or set design side wall. If you want an up to date independent ceiling, It is inter

12  
A Double  
Roll  
CENTS

# Neat Design Independent

The design of paper described and priced below is on other side of this sheet.

The design of paper described and priced below is on other side of this sheet.

**12** CENTS  
A Double  
Roll

## *Neat Design Independent*

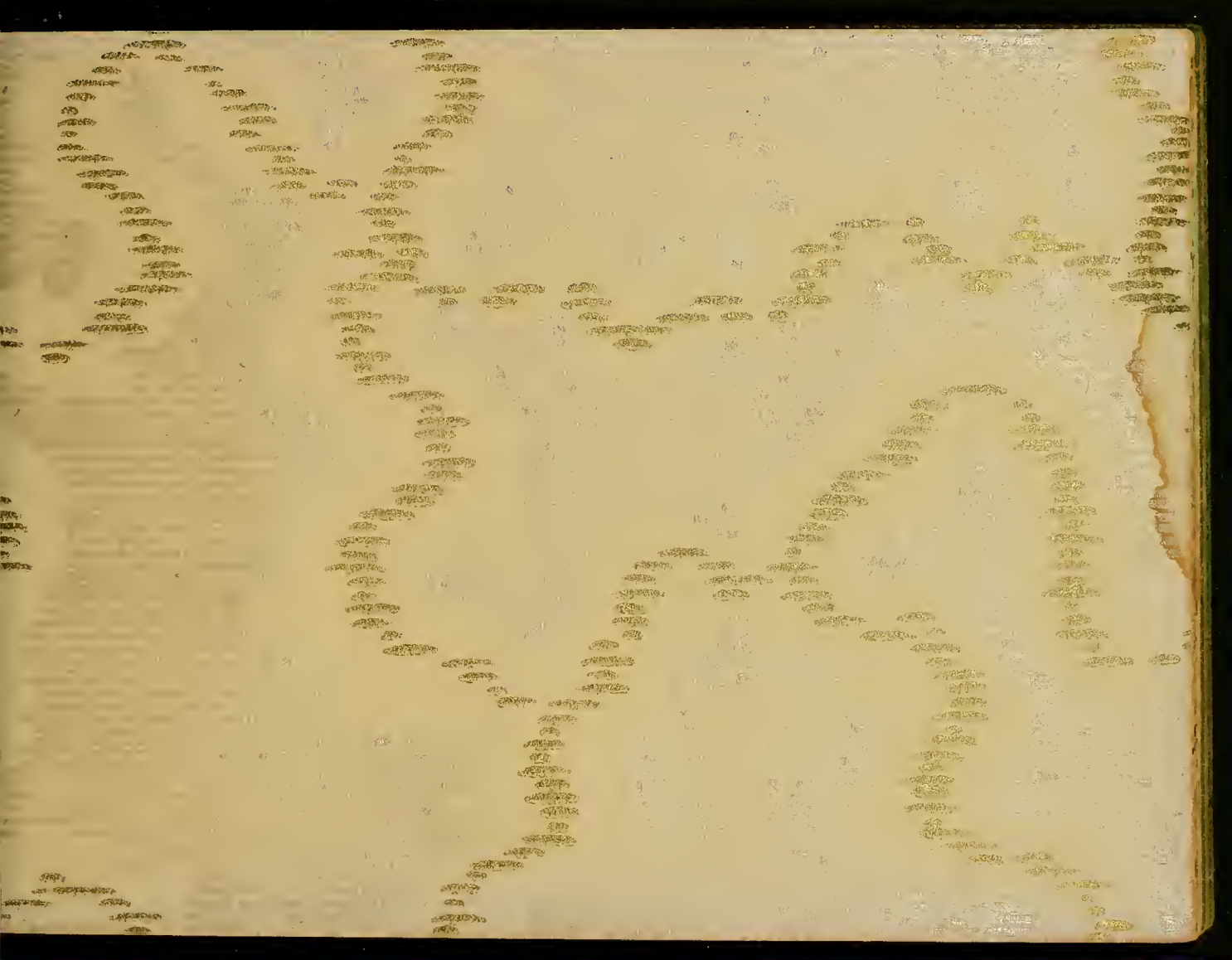
This ceiling has an excellent design mica background with dots of gold bronze. It is intended for use with either floral or set design side wall. If you want an up to date independent ceiling paper you will make no mistake in ordering this number. Makes a beautiful drop ceiling. Furnished white and cream only.

No. 53E262 White, like this sample, per double roll.....

No. 53E264 Cream, per double roll.....

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Each Sample Has Price and Description Printed on Back.



The design of paper described and priced below is on other side of this sheet.

**12** CENTS  
*A Double  
Roll*

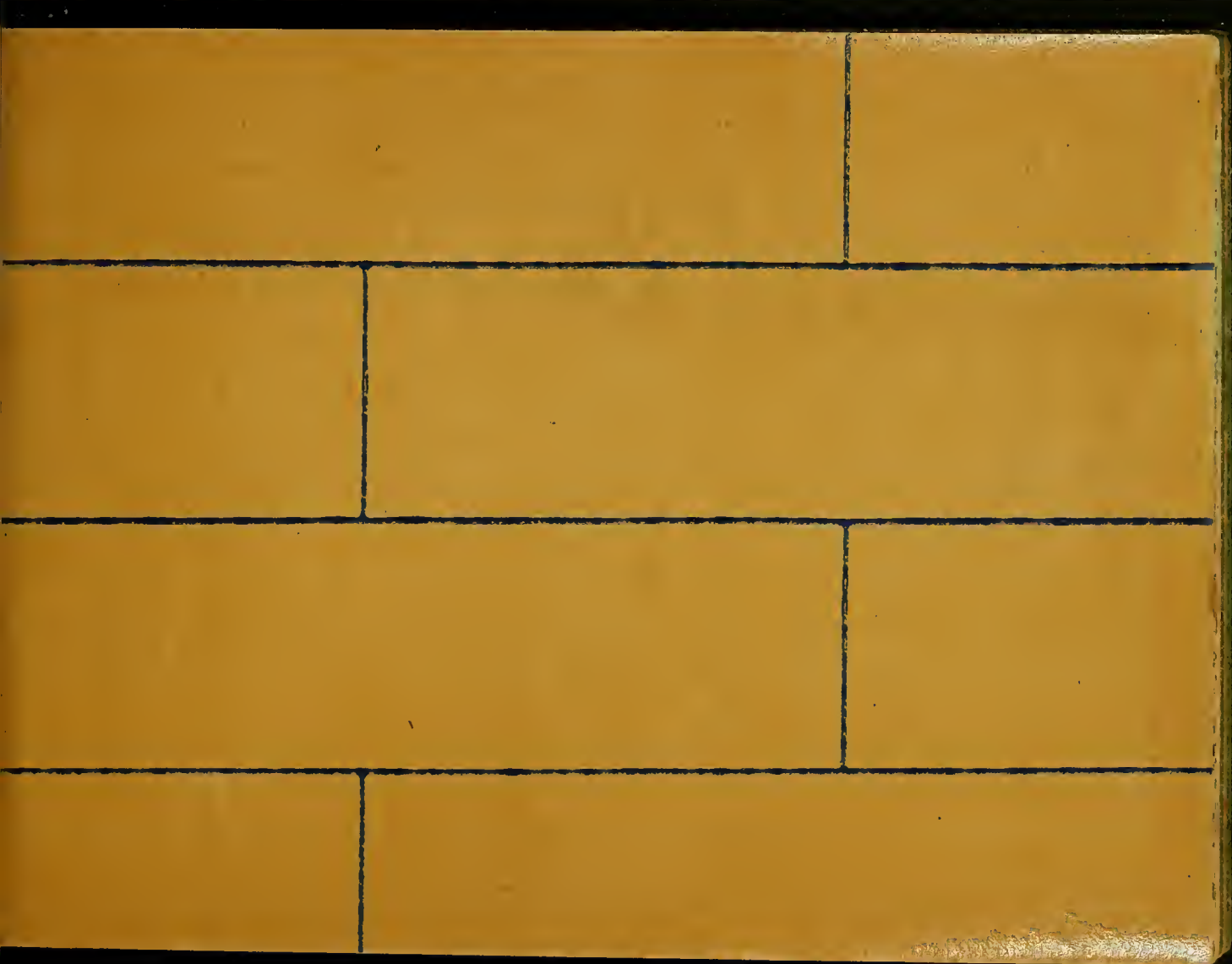
## *Moire Ceiling*

This heavy weight gilt bronze Moire Ceiling is sold by us at the lowest price ever named for paper of equal quality. We could make cheap moire ceilings to sell at 7 or 8 cents a double roll, but since we are able to manufacture and sell a high grade ceiling at a price others are asking for light weight flimsy papers, we have decided to give our customers quality in preference to making the light weight papers.

This is an actual sample of our cream color. Furnished in white and light green also.

No. 53E270	Cream, per double roll.....	1
No. 53E268	Light green, per double roll.....	1
No. 53E266	White, per double roll.....	1

Each Sample Has Price and Description Printed on Back.

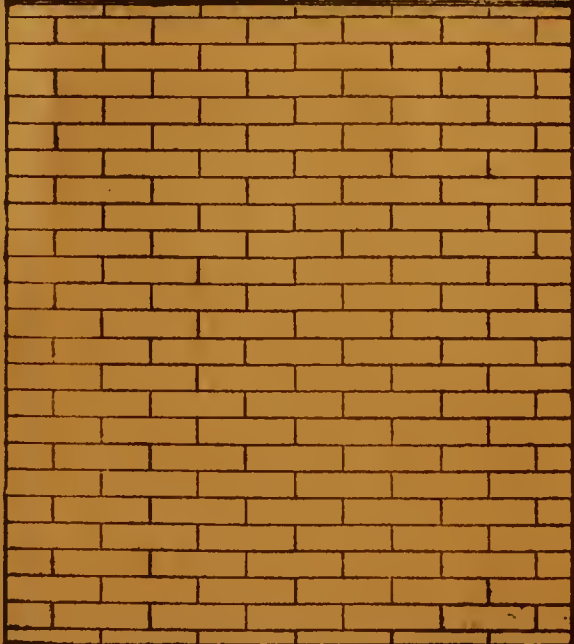




CEILING.



BORDER.



SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**25** CENTS  
*A Double Roll*

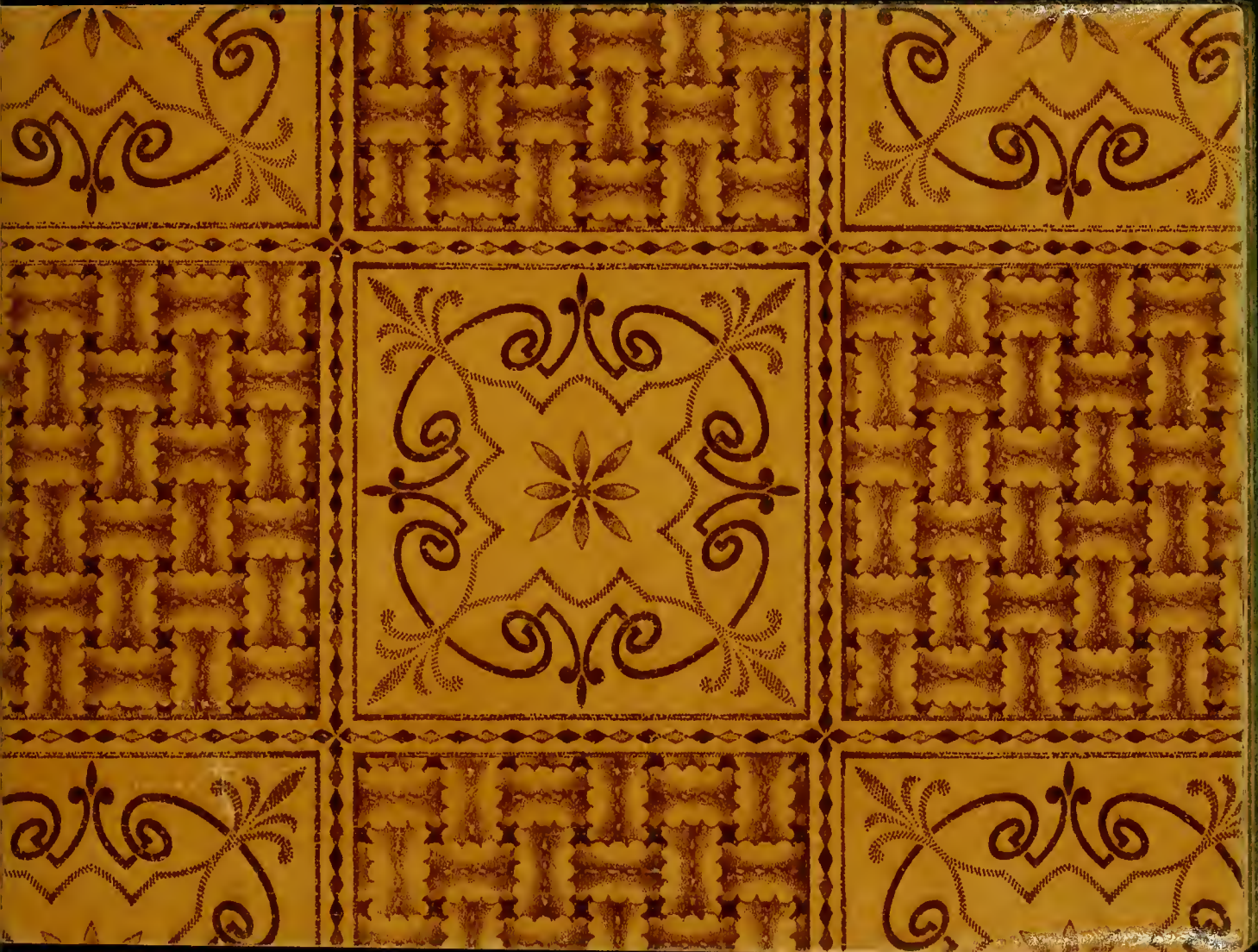
***Varnished Tile  
Brick Design***

This pretty brick tile pattern is in great demand. There is just enough coloring in the blue lines to make it neat. Varnished tile papers are very desirable for kitchens and bathrooms, because they can be cleaned with soap and water and made almost like new when they get soiled. Compare our price on this paper with the price asked elsewhere for the same grade and note the saving we make you.

Border is 4 inches wide. Ceiling is colored to harmonize. See reproduction on this page of side wall, border and ceiling.

- No. 53E4059 Wall, per double roll..... 25c
- No. 53E14059 Border, 4 inches wide, per yard..... 1
- No. 53E4060 Ceiling, per double roll..... 25

Be sure to state catalog number and quantity wanted.





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet

**25** CENTS  
A Double  
Roll

*Varnished Tile  
Brown Block Design*

We are sure you will be well pleased with this neat brown tile paper. The design is very pretty and nicely arranged. This paper will greatly improve the appearance of your kitchen or bathroom. A very suitable paper for walls which are likely to come in contact with children's soiled hands.

Compare our prices with the prices of other wall paper houses of the same grade of paper and you will readily see why it will be greatly to your interest to buy your paper from us.

The border for this paper is 4 inches wide. Ceiling is decorated to match.

- No. 53E4061 Wall, per double roll.....25
- No. 53E14061 Border, 4 inches wide, per yard..... 1
- No. 53E4062 Ceiling, per double roll.....25

Be sure to state catalog number and quantity wanted.





For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet



CEILING.

BORDER.

SIDE WALL.

25 CENTS  
A Double  
Roll

*Varnished Tile  
Scenic Design*

We show here a semi-mosaic scenic design, something a little out of the ordinary in varnished tile papers. The equal of this paper purchased elsewhere would cost you double what we ask for it. This is an actual sample of our No. 53E4063. Grease and dirt can be easily removed from this paper with water without injury

Border is 4 inches wide. Ceiling is colored to harmonize. See reproduction on this page of side wall, border and ceiling.

- No. 53E4063 Wall, per double roll.....25
- No. 53E14063 Border, 4 inches wide, per yard..... 1
- No. 53E4064 Ceiling, per double roll.....25

Be sure to state catalog number and quantity wanted.



Small rectangular label at the bottom center containing faint, illegible text, possibly a title or a small inscription.



CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**25** CENTS  
A Double Roll

*Varnished Tile  
Fancy Stripe Design*

This beautiful brown stripe design will be found up to date in every respect. Very desirable for lunch rooms, ice cream parlors, kitchens, bathrooms, vestibules, etc. There is just enough green in the coloring to make a pleasing contrast. The brown columns are decorated at intervals of about 9 inches with a beautiful picture of a landscape framed in green. A coat of white Damar varnish applied over the paper will make it almost indestructible.

Border is 4 inches wide and nicely decorated. Ceiling harmonizes in every respect.

- No. 53E4065 Wall, per double roll.....25
- No. 53E14061 Border, 4 inches wide, per yard..... 1
- No. 53E4062 Ceiling, per double roll.....25

Be sure to state catalog number and quantity wanted.





CEILING.

BORDER.

SIDE WALL.

For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

**25** CENTS  
A Double Roll

*Varnished Tile  
Shell Design*

We handle the very best Varnished Tile Papers and, owing to our large sales and consequent large purchases of these papers, we are able to sell a full double roll at 25 cents, a price which no other house has been able to meet.

This neat blue pattern is very attractive and one of which you will not easily tire. The great advantage in using this kind of paper for bathrooms, kitchens, etc., is that grease and dirt can be easily removed with water without injury to the paper.

The illustration on this page shows the entire combination.

No. 53E4067 Wall, per double roll . . . . . 25c

No. 53E14059 Border, 4 inches wide, per double roll . . . . . 1c

No. 53E4060 Ceiling, per double roll . . . . . 25c

Be sure to state catalog number and quantity wanted.



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.

CEILING.  
BORDER.

SIDE WALL.



WALL PAPER SAMPLE BOOK.

**25** CENTS  
A Double Roll

*Varnished Tile  
Fancy Brick Design*

Excellent gray brick pattern for bathrooms and kitchens. An excellent covering for parts of the wall which are likely to come in contact with children's soiled hands. Varnished tile papers are more in demand each year on account of their sanitary qualities. Grease and soil can be easily washed off without injury to the paper. You will make no mistake in ordering any of our papers. If they are not satisfactory when you receive them, you may return them and we will gladly return your money and any shipping charges you paid.

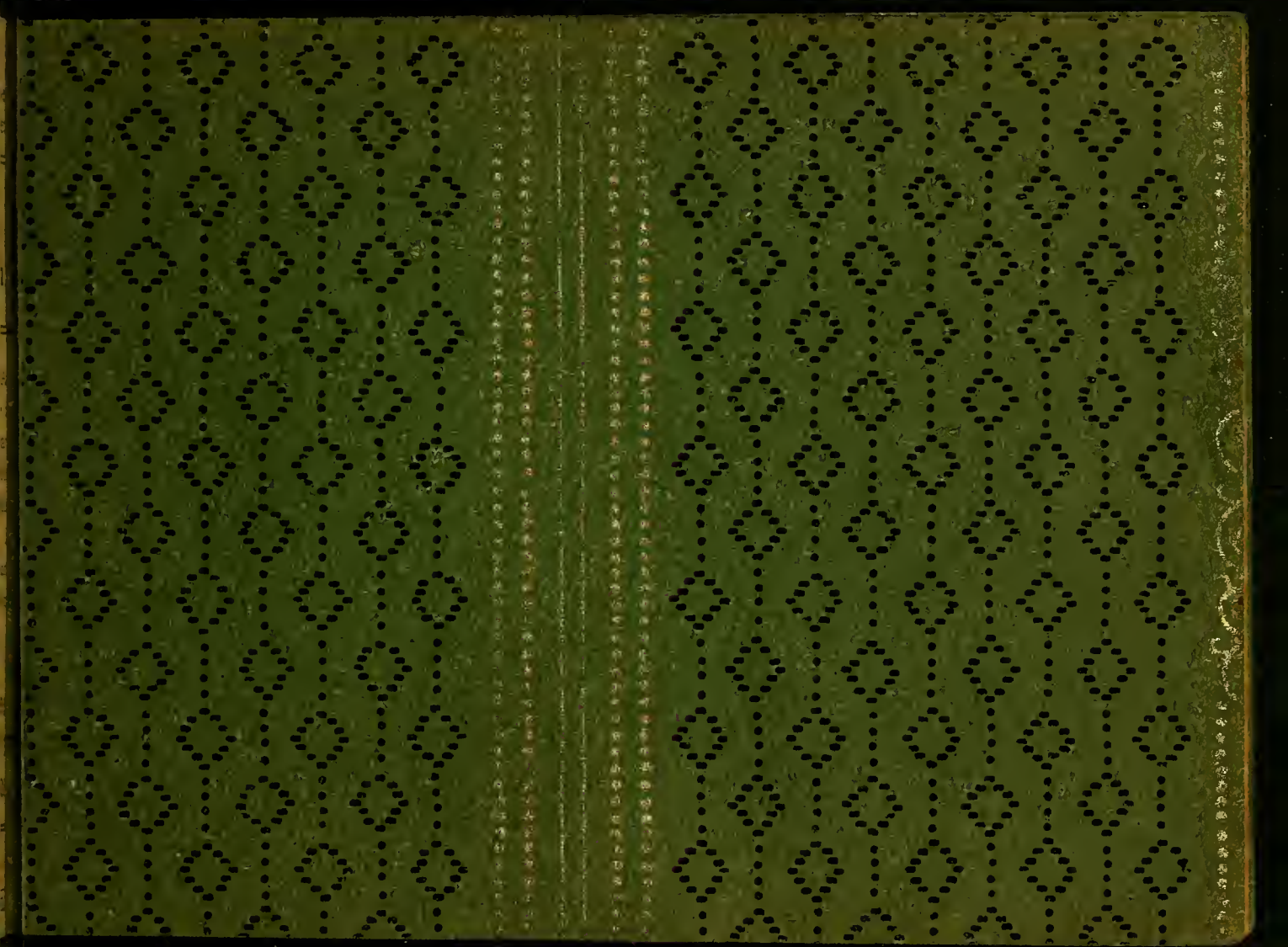
Border is 4 inches wide. Ceiling is decorated to match.

- No. 53E4069 Wall, per double roll.....25c
- No. 53E14069 Border, 4 inches wide, per yard..... 1c
- No. 53E4070 Ceiling, per double roll.....25c

Be sure to state catalog number and quantity wanted.

SEARS, ROEBUCK AND CO., CHICAGO, ILL.







CEILING.

BORDER.

SIDE WALL.

WALL PAPER SAMPLE BOOK.

For Color Design, Turn Over. The color design of described and priced below is on other side of this s

**26** CENTS  
A Double Roll

**Green Ingrain Overprint**  
Border, 9 or 18 Inches Wide

We show here a beautiful Overprint Oatmeal Ingrain paper. May be used for the entire wall above platform paper. Oatmeal paper, Lincrusta-Walton or burlap for lower part. Background is green with an overprint in black and gold. Not enough golden brown added to complete the richness of the color.

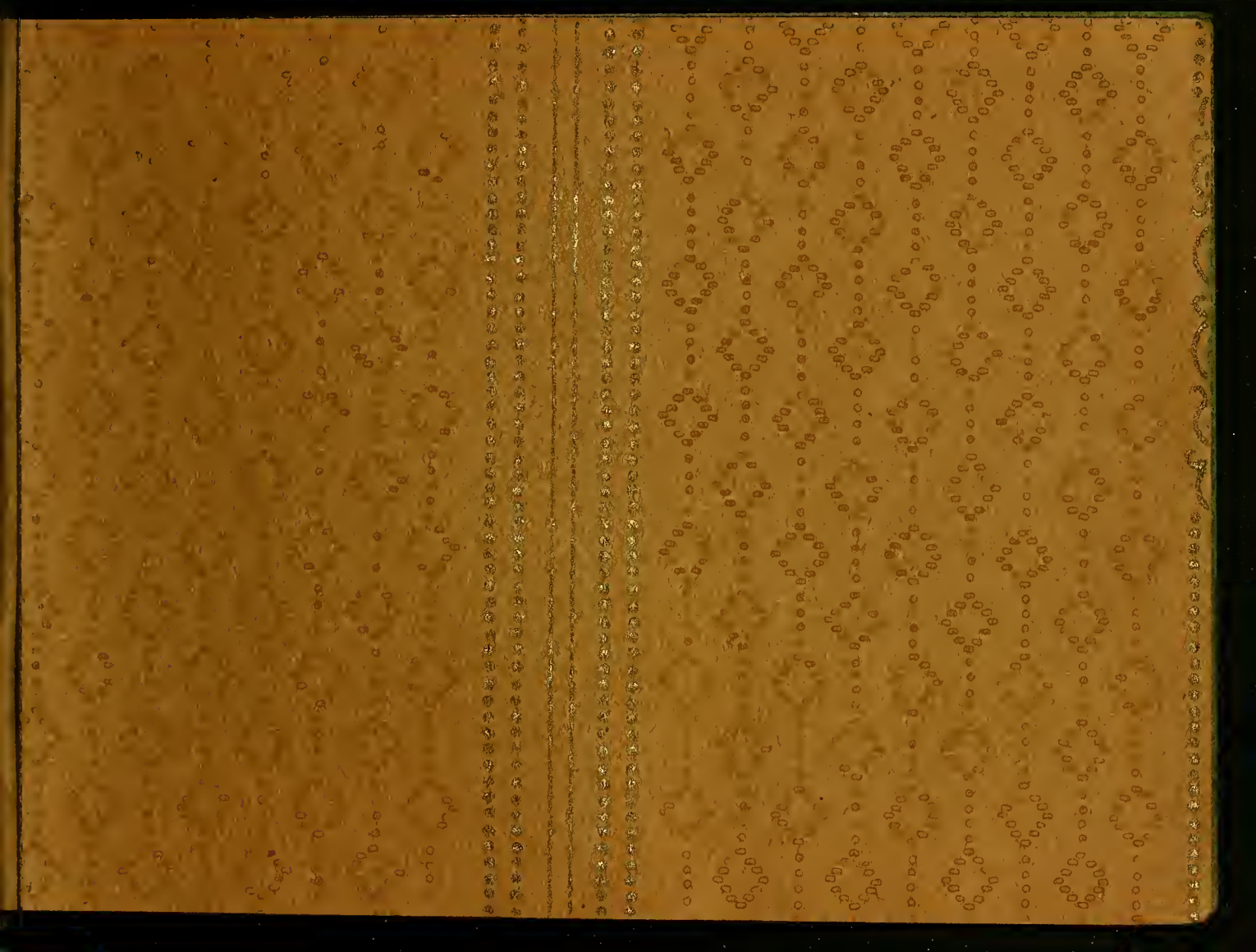
The 9-inch border is a beautiful piece of work colored in green and gold. We also furnish a nicely colored scenic border with green and gold. If you wish a cut out border for this paper border No. 53E210 or 53E211 per 4-yard piece. Not sold in single yards. Ceiling has light green and is decorated in harmonizing color. Illustration shows combination with 9-inch border. For design of the 18-inch border see illustration on back of following sample No. 53E251.

- No. 53E253 Wall, per double roll.....
- No. 53E2253 Border, 9 inches wide, per yard.....
- No. 53E3253 Border, scenic, 18 inches wide, per yard.....
- No. 53E254 Ceiling, per double roll.....

We recommend the following Moldings Nos. 53E1032, 53E1033, 53E1068 and 53E1070, to be used with this paper. For price descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back

SEARS, ROEBUCK AND CO., CHICAGO



For Color Design, Turn Over. The color design of paper described and priced below is on other side of this sheet.



CEILING.

BORDER.

SIDE WALL.

**26** CENTS  
A Double Roll

**Brown Ingrain  
Overprint**  
Border 9 or 18 Inches Wide

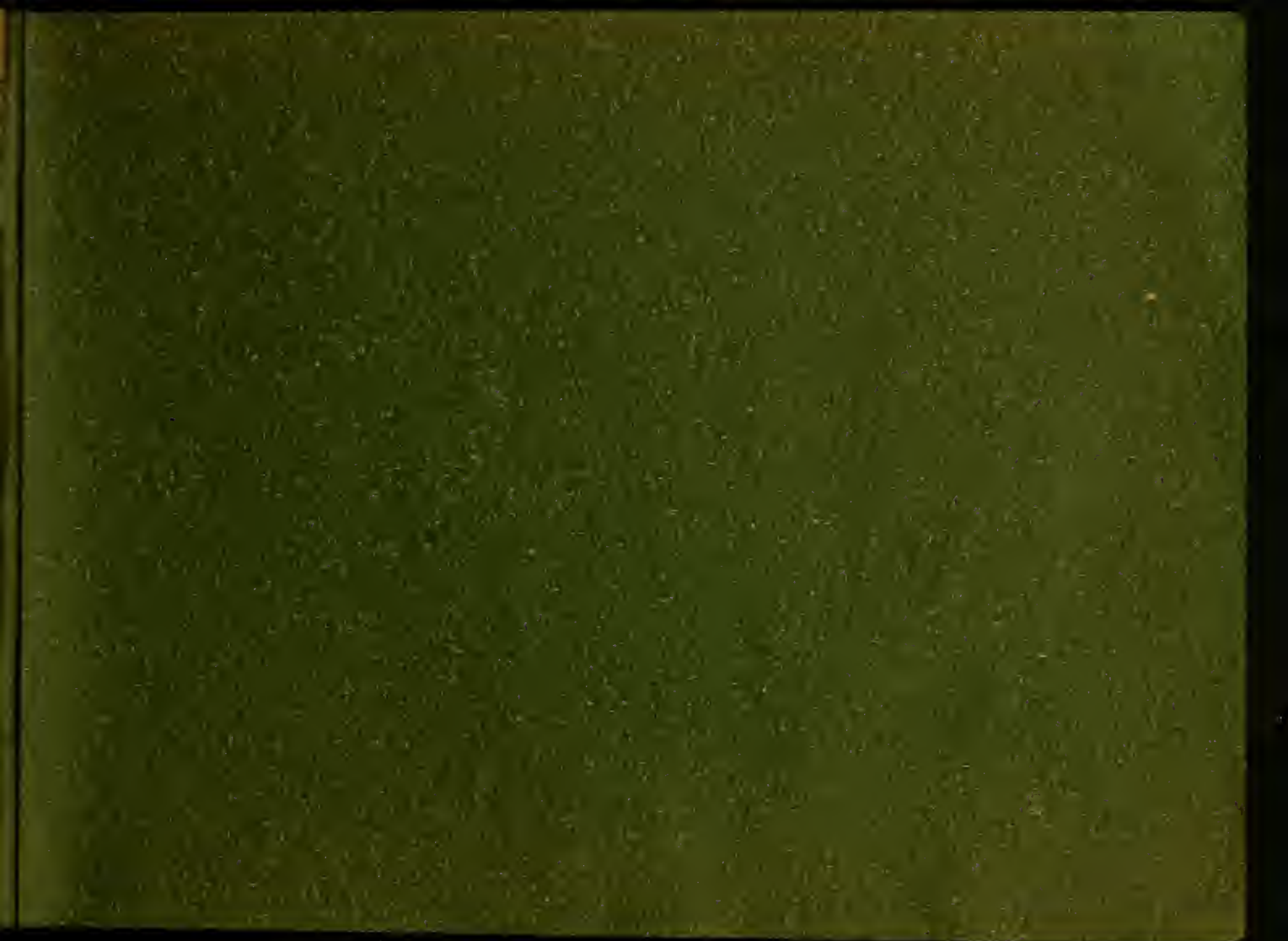
We have many requests for Overprint Oatmeal Ingrain Papers and show here one of the daintiest designs it is possible to obtain. The tan background is covered with an overprint of brown dots and gold bronze with just enough green added to bring out a beautiful contrast. Usually sold at 60 cents a double roll.

You will note from the illustration on this page the design of the 18-inch border furnished with this paper. It is nicely colored in green, brown and gold bronze. We also furnish a 9-inch border, the design of which is shown on back of preceding sample No. 53E253. If you wish a cut out border for this paper order No. 53E3247 or 53E25103 at 18 cents per 4-yard piece. Not sold by the single yard. The ceiling has cream background and is nicely decorated in tan and gilt. No mistake can possibly be made by selecting this number for your parlor, library, hall, dining or reception room.

- No. 53E251 Wall, per double roll.....26c
- No. 53E2251 Border, 9 inches wide, per yard..... 1c
- No. 53E3251 Border, scenic, 18 inches wide, per yard. 2c
- No. 53E252 Ceiling, per double roll:.....12c

Any of the following Moldings Nos. 53E1032, 53E1038, 53E1042, 53E1066, 53E1074 and 53E1085, may be used with this paper. For prices and descriptions see front pages of this book.

Each Sample Has Price and Description Printed on Back.



*THIS SAMPLE SHOWS THE QUALITY OF OUR OATMEAL INGRAIN PAPERS*

**PERMANENT COLOR OATMEAL  
INGRAIN PAPERS**

*FOR PRICES OF SIDE WALLS, BORDERS AND CEILINGS SEE OPPOSITE PAGE*

Green Sample on Opposite Page Shows the Quality of Our Oatmeal Papers.

## Permanent Color Oatmeal Ingrain Papers

*With Borders and Ceilings to Match*

Do not confuse the high quality we are offering in our permanent color non-fading Oatmeal Ingrain Papers with the many worthless cheap ingrain papers now on the market. Our Oatmeal Ingrain Papers are the best you can buy. The same quality sells elsewhere at 60 cents a roll.

In addition to the regular 18-inch border we furnish a beautiful cut out border about 15 inches wide. The decorations consist of large pink and red roses with green foliage. The ceilings have a web effect design and are colored to harmonize with the side wall and border.

Illustration shows the entire combination with 18-inch border.

No. 53E5001	Red Oatmeal Ingrain Paper, per double roll.....	22c
No. 53E25001	Border to match, 18 inches wide, per yard.....	2c
No. 53E25101	Border, cut out, per 4-yard piece.....	18c
No. 53E5002	Ceiling to match, per double roll.....	12c
No. 53E5003	Tan Oatmeal Ingrain Paper, per double roll.....	20c
No. 53E25003	Border to match, 18 inches wide, per yard.....	2c
No. 53E25103	Border, cut out, per 4-yard piece.....	18c
No. 53E5004	Ceiling to match, per double roll.....	12c
No. 53E5005	Brown Oatmeal Ingrain Paper, per double roll.....	20c
No. 53E25005	Border to match, 18 inches wide, per yard.....	2c
No. 53E25105	Border, cut out, per 4-yard piece.....	18c
No. 53E5006	Ceiling to match, per double roll.....	12c
No. 53E5009	Green Oatmeal Ingrain Paper, per double roll.....	22c
No. 53E25009	Border to match, 18 inches wide, per yard.....	2c
No. 53E25109	Border, cut out, per 4-yard piece.....	18c
No. 53E5010	Ceiling to match, per double roll.....	12c



CEILING.

BORDER.

SIDE WALL.



# Wall Paper

Sears, Roebuck and Co.  
Chicago