



**WALL PAPER
SAMPLES**

FROM

Sears, Roebuck & Co.
CHICAGO

JAMES B FORGAN,
President.
FRANK O WETMORE,
Cashier.
WIM H MORRIS,
Assistant Cashier

CAPITAL \$8,000,000
PAID UP \$1,000,000

First National Bank
OF CHICAGO

Chicago June 26, 1906.

TO WHOM IT MAY CONCERN:

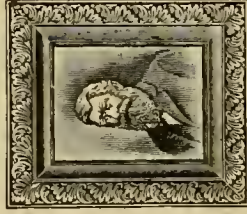
It is with pleasure that we testify to our own good opinion of the integrity, responsibility and business ability of Sears, Roebuck & Company. They are one of the largest mercantile institutions in the United States.

Anyone can, in our judgment, feel perfectly secure in sending money to them with their orders, as we understand they ship their goods agreeing that anything not proving entirely satisfactory when received can be returned to them, and the money paid will immediately be returned to the purchaser.

The officers of the company are well and favorably known to us, command our full confidence, and we believe can be relied upon to do exactly as they agree. Yours very truly,

J. M. Johnson
Cashier

**HAVE YOU SEEN OUR
LATEST REVISED CUSTOMERS' FREE PROFIT SHARING BOOK?**



A life size crayon portrait made from any photograph FREE in exchange for \$25.00 in Profit Sharing Certificates.


The money you send us for merchandise, when you choose from the number of pictures to be made from your photograph, is placed in Profit Sharing Certificates, ranging in value up to an upright piano, which we give you absolutely free if you will send us \$805.40 in Profit Sharing Certificates, as described in the big Free Profit Sharing Book. Our newly revised Profit Sharing Book is larger and better in every way than ever before. We will send it free and postpaid on application. Ask for it today.

If you have not, there is a great treat in store for you. The articles listed in the latest edition of our Free Profit Sharing Book are the most numerous, the most attractive, and the greatest values ever offered under our immensely popular Profit Sharing Plan, and the amounts we ask in Profit Sharing Certificates for these free articles are the lowest possible. The pictures are of the highest quality and the articles themselves are of a very much greater value than it was last season. Articles of furniture, articles for home decoration, musical instruments, wearing apparel and in fact almost anything you want from a photograph album to an upright piano is placed within your reach absolutely FREE of charge by means of our wonderfully liberal Profit Sharing Plan. Bear in mind that the benefits of our Plan accrue from the merchandise you purchase every day.

Our very best possible to secure we sell are as they always have been. We give you your choice of anywhere from any dealer in any line. We give you your choice of the splendid articles listed in the Profit Sharing Book absolutely free as your share of our profit. We want you to feel that this business is for our customers as well as for ourselves and that we compare with no other business in the world. We want you to feel that this business is for you. You increase every customer not only lower prices than ever before but the return of a liberal share of our profit on each and every purchase. Your share of the profit goes to you in the form of Profit Sharing Certificates, one of which is made out for the full amount of the purchase. When you have \$25.00 in Profit Sharing Certificates you may spend it for anything you desire. You may choose from the number of pictures to be made from your photograph, is placed in Profit Sharing Certificates, ranging in value up to an upright piano, which we give you absolutely free if you will send us \$805.40 in Profit Sharing Certificates, as described in the big Free Profit Sharing Book. Our newly revised Profit Sharing Book is larger and better in every way than ever before. We will send it free and postpaid on application. Ask for it today.

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2



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WONDERFUL VALUES IN OUR EXCLUSIVE LINE OF WALL PAPER

— NEW 1907 PATTERNS —

MADE IN OUR OWN IMMENSE WALL PAPER MILL.

IT IS SURPRISING HOW LITTLE MONEY IT REQUIRES at our prices to buy beautiful up to date wall paper and paper one or more rooms in the house.

AT 3 CENTS TO 22 CENTS PER DOUBLE ROLL OF 16 YARDS we show in this sample book a wonderful range of styles and designs in wall paper, all strictly new and up to date for this season, all made in our own factory and offered to you at wonderfully low prices, prices which represent our manufacturing cost with one small margin of profit added.

\$1.00 AND UPWARD FOR EACH ROOM will buy enough wall paper from us to beautify the house, and the expense is so small it is not worth considering. In addition, we have perfected such simple instructions that enable anyone to hang the paper, and thus we save for our customers another item of expense, namely, the amount that would be paid to a regular paperhanger to do the job.

REMEMBER, WE ACCEPT YOUR ORDER AND YOUR MONEY WITH THE UNDERSTANDING AND AGREEMENT that if the paper we send you does not prove perfectly satisfactory in every way, if you are not convinced, when received, that we have furnished you the very best value in wall paper it is possible to secure, if you do not feel satisfied that we have saved you money, you are at liberty to return the paper to us at our expense and we will immediately refund your money, together with any transportation charges you may have paid.

CONSIDERING FOR HOW LITTLE MONEY IT IS POSSIBLE TO BUY THE VERY BEST GRADES OF WALL PAPER, as shown in this sample book, and considering how great an improvement is possible in the home by the use of new papering, also how easy, from our instructions and illustrations on the following pages, a good job of papering can be done, it would seem that our sales of wall paper are bound to increase very materially and that we can look for orders from practically everyone into whose hands this sample book may fall. So much is added to every room in beauty, cleanliness and utility by the use of wall paper (there is no method of treating the walls that pleases so constantly) that we ask you to consider our samples and prices carefully, to note for how little money you can paper a room or an entire house in very good taste, and then if you are fully satisfied with our values, send us an order.

MAKE YOUR SELECTION, FIGURING UP THE AMOUNT OF PAPER YOU NEED, AND SEND US YOUR ORDER. Let us send the paper to you under our guarantee to please you or immediately refund your money. We are extremely anxious to receive your order. We know that we are offering such values in wall paper as were never before heard of, we know that it requires very little expense at our prices to fix up your house beautifully, and we know that you will be more than pleased with the result. We believe you will even thank us for inducing you to order wall paper. Send your order early, and get the benefit of a beautiful home just as soon as possible.

YOU WILL FIND THE PRICE, NAME AND NUMBER printed plainly on the back of each sample. You will also find the price and the width of the border and ceiling to match, and be assured that when you order ceiling and border it will match the color and pattern of the side wall perfectly. Any number of a combination can be purchased separately, that is, you can order side wall only, ceiling only, or as many yards of border as you wish.

WE QUOTE PRICES BY THE DOUBLE ROLL. Remember, the double rolls contain 16 yards each, and in comparing our prices with those of others, do not be deceived by the prices which dealers and agents often offer wall paper at in single rolls which contain but 8 yards of paper, or only one-half as much as a double roll of our paper.

READ THE FULL INSTRUCTIONS HOW TO ORDER.

ALSO OUR PLAIN AND SIMPLE INSTRUCTIONS, PREPARED BY AN EXPERT, ON HANGING WALL PAPER, ALL EXPLAINED ON THE FOLLOWING PAGES.

YOU WILL FIND IN THIS SAMPLE BOOK A WONDERFUL VARIETY OF NEW 1907 PATTERNS, designs that we have selected with the most careful discrimination, and we can assure you that no matter what pattern you select you will be getting wall paper that is strictly up to date, entirely new for this season. This sample book shows plain colorings that are always in demand, and the greatest line of two-tone effects, embossed stripes, colorings, silks, tapestry, set designs, floral designs, etc., that we have ever been able to offer.

ABOUT THE TRANSPORTATION CHARGES.

WALL PAPER WEIGHS ABOUT ONE AND ONE-HALF POUNDS TO THE DOUBLE ROLL. If possible make up a freight order and include your wall paper with the shipment, so as to reduce the cost of transportation. You can include paint, groceries, clothing, hardware, dry goods, or any of the thousand and one supplies which you are constantly needing, with the shipment of wall paper, making up a shipment of 100 pounds, having it all sent by freight, and the freight charges will amount to almost nothing as compared to what you will save in price. It is more than likely that your neighbors will join with you in making up an order.

ON THE FOLLOWING PAGES we show a very complete assortment of paperhangers' tools, which we offer at manufacturers' prices.

HOW TO MAKE PASTE.

ENOUGH TO PAPER A GOOD SIZED ROOM: Take 3 pints of flour, rub smooth in 2 quarts of cold water, add 8 quarts of boiling water and let this boil slowly. Stir constantly for 10 minutes. When cold, stir in two tablespoonfuls of powdered alum. Use about as thick as will run off the brush.

STARCH PASTE, which is considered very satisfactory, is made in the following manner: Dissolve 1 pound of best gloss starch in a quart of cold water. Use a large pail or dishpan. Boil a kettle of water and add same to starch gradually, stirring constantly until starch is cooked. When paste cools and is too thick, same can be reduced with cold water.

NEW WALLS THAT HAVE NEVER BEEN PAPERED SHOULD BE GONE OVER WITH A THIN COAT OF SIZE, which is made by soaking a pound of glue for 12 hours in cold water and adding 12 quarts of hot water and a tablespoonful of powdered alum. Before sizing, all calcimine or whitewash should be washed off. 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, and if the walls are very bad, apply thin paste and let it dry before papering. Walls that have been painted should be gone over with a solution consisting of one part ammonia and six parts water, before sizing. Board ceilings or walls should be covered with cheesecloth tacked at the edges and then sized, which shrinks it tight to the wall. The row of tacks at the corners and around the casing should be about 2 inches from the same and the ends of the cloth pasted down. In cleaning and sizing your walls, be careful to do it thoroughly around the baseboard and casings, and you will have no trouble with your paper curling at the edges.

ABOUT TRIMMING WALL PAPER.

WE CANNOT TRIM WALL PAPER. No wall paper house will trim the paper and guarantee safe delivery. If trimmed, no matter how carefully the paper is packed, there is always danger of the edges being roughened, and if the edges are not clean cut you cannot do a good job of paperhanging. Wall paper can 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 moments. It is always better to trim the paper when ready to hang, as then you will have a clean cut, smooth edge.

A COMPLETE LINE OF PAPERHANGERS' TOOLS will be found on another page of this book. We handle the very best qualities, in fact, every tool is guaranteed, and our prices are the lowest.

INSTRUCTIONS FOR ORDERING.

MEASURE THE WIDTH, LENGTH AND HEIGHT OF THE ROOM which you intend to paper. To obtain the number of double rolls of paper required for the walls, follow these instructions carefully: By taking the entire distance all around the room, which is obtained by adding the width of the four sides together, multiplying this by the height of the room, you will obtain the number of square feet of wall surface. You will then allow 20 square feet for each door and window. Subtract the total number of square feet of all the doors and windows from the total number of square feet of the entire wall surface of the room, and this will give you the square feet of surface to cover with wall paper. By dividing this by 60, which is the approximate capacity of a double roll of paper, you will obtain the number of double rolls of side wall required. To find the number of rolls required for the ceiling, multiply the width of the room by the length of the room, which will give you the number of square feet in the ceiling, and by dividing this by 60, you will find the number of double rolls of ceiling paper required. For the border, you will simply measure the distance entirely around the room in feet and divide this by 3, which will give you the number of yards of border required.

Suppose a room to be 12 feet wide by 13 feet long by 10 feet high. The total distance around the room is the total width of the four sides, as follows: 12 plus 12 plus 13 plus 13, altogether equaling 50 feet. This multiplied by 10, the height, will give you 500 square feet of wall surface. Suppose there are two doors and two windows. Allowing for each, 20 square feet, will give you 80 square feet, the space taken up by the windows and doors. Subtracting the 80 square feet from the 500 square feet, leaves a balance of 420 square feet of wall surface. Dividing the 420 square feet by 60 gives you 7, the number of double rolls of side wall paper required.

For the ceiling you will multiply the width, 12 feet, by the length, 13 feet, making a total of 156 square feet. Dividing this by 60 gives you $2\frac{1}{2}$, and in this case, as double rolls are not cut, you would allow 3 double rolls for the ceiling paper. For the border, you add together the width of the four sides, 12 plus 12 plus 13 plus 13, equaling 50 feet, and dividing this by 3, gives you say 17 yards of border required.

HOW TO SEND MONEY.

REMIT BY POSTOFFICE MONEY ORDER, express money order, bank draft, cash or stamps. Should you send stamps, fold them in waxed paper. We receive many orders with stamps stuck together and worthless. We do not accept revenue stamps, foreign stamps and due stamps, as they are of no value to us. Do not send them.

POSTAGE STAMPS in amounts exceeding \$1.00 will be accepted only at a discount of five per cent (5%), or ninety-five cents on the dollar. If you order an article priced at \$2.00 and send stamps you should send \$2.10. If a \$3.00 article you should send \$3.15 in stamps. We are compelled to dispose of all surplus stamps at a discount of from 2 per cent to 5 per cent and besides there is an extra expense in handling stamps, and our very small profit will not admit of this expense. We advise remitting by postoffice or express money order, but will accept postage stamps in any amount at 95 cents on the dollar. As an accommodation to our customers we will accept postage stamps at the face value in amounts less than \$1.00.

WE RECOMMEND THE POSTOFFICE AND EXPRESS MONEY ORDER SYSTEMS, because they are inexpensive, of less trouble and safe. Besides this, if the money order should get lost or miscarry, your loss will be made good.

DO NOT UNDER ANY CIRCUMSTANCES send money or stamps in a letter except by registered mail. If sent by open mail the letter may never reach us, and in such a case a great amount of trouble and inconvenience is caused, as well as the loss you sustain. **If you prefer to remit by registered mail, we advise the use of two envelopes, one inside the other,** and the outer one carefully and securely sealed. **Do not send gold or silver coin that is defaced,** as light weight coins are worth no more than bullion and bullion is less than the face value of the coin.

TO INSURE SAFETY always register a letter containing money. Be sure to state in your order plainly how much cash you enclose and in what form. You need not be afraid of sending too much, as we always refund when too much money is sent.

PLEASE READ THIS.

WE DO NOT HANDLE SINGLE ROLLS OF WALL PAPER. All of our paper is put up in double rolls, therefore to avoid mistakes please do not order single rolls. When wall paper is ordered in single rolls, a clerk may send the same number in double rolls. For instance, when a customer orders 12 single rolls we fill the order by sending 6 double rolls, but a clerk may send 12 double rolls by mistake, not noticing that the order calls for single rolls, being accustomed to handling double rolls only.

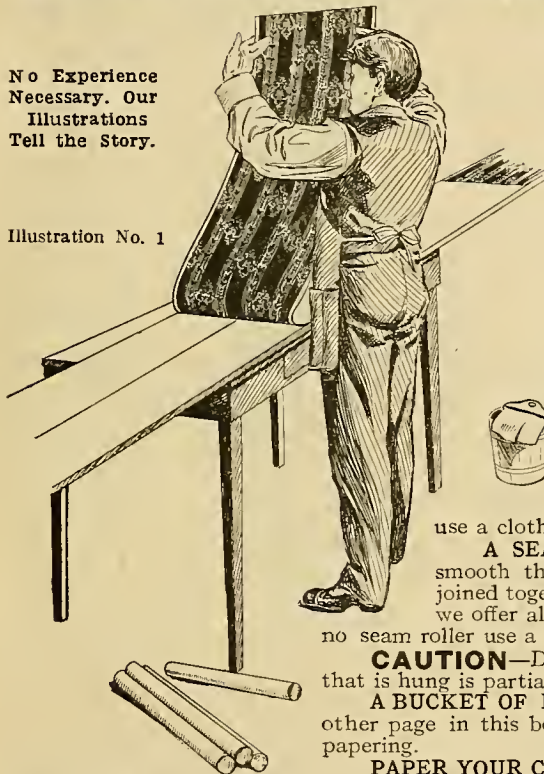
TO CORRECT A POSSIBLE MISUNDERSTANDING.

Regular wall paper is printed on paper $19\frac{1}{2}$ inches wide; there is nothing narrower printed, therefore in manufacturing a 9-inch border, two borders are printed on a width, and a 16-yard roll, $19\frac{1}{2}$ -inch wide paper, contains 32 yards of 9-inch border. When a customer orders 16 yards of 9-inch border, we fill the order by sending 8 yards of regular width paper which contains 16 full yards of 9-inch border. Cut the paper through the center and you will have two pieces of border, 8 yards each in length. All prices quoted on 9-inch borders are for single yards or one-half the width of paper.

INSTRUCTIONS HOW TO HANG YOUR OWN WALL PAPER

No Experience
Necessary. Our
Illustrations
Tell the Story.

Illustration No. 1



IF YOU READ THE FOLLOWING INSTRUCTIONS CAREFULLY YOU CAN HANG PAPER AS WELL AS AN EXPERT PAPERHANGER.

PREPARATION.

SECURE 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 at each end. The height should not exceed 3 feet. This will be your table. Now secure some plank for the platform on which to stand, which should be nearly as long as the width of the room you wish to paper. Make your platform sufficiently high so your head will be about 6 inches from the ceiling. This platform can be made by placing a board on two ordinary chairs or boxes. Secure the other necessary articles needed for your work. To apply the paste you will require a paste brush from 6 to 10 inches wide (a whitewash or calcimine brush will answer). A long pair of shears to insure a straight cut to trim the edges.



A SMOOTHING BRUSH to smooth down the paper with after the same is hung and perfectly matched. If no smoothing brush is at hand, use a clothes brush or whisk broom.

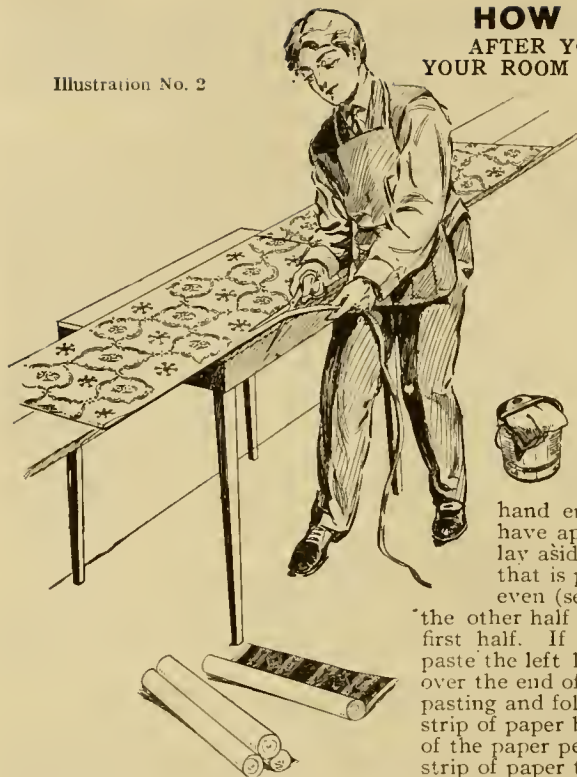
A SEAM ROLLER IS REQUIRED to press down and smooth the edges where each strip of paper laps over or is joined together. (You will note on the following pages that we offer all paperhangers' tools at actual cost). If you have no seam roller use a bed caster.

CAUTION—Do not use the seam roller until your paste on paper that is hung is partially dry—see further instructions.

A BUCKET OF PASTE prepared in the manner we prescribe on another page in this book, and you are now fully prepared to commence papering.

PAPER YOUR CEILING FIRST, for in doing this work you are apt to touch the side walls with paper that has paste on, or with soiled hands, and your work will not look so neat.

Illustration No. 2



HOW TO TRIM WALL PAPER.

AFTER YOU HAVE ASCERTAINED THE LENGTH OF YOUR ROOM unroll the paper face up on your work table, then match and cut same. Be sure that you have at least 3 or 4 inches at each end to come down on side wall (see illustration No. 3). It is absolutely necessary to have your ceiling paper come down on the side wall a trifle so as to cover any space left blank after border is put on, caused by ceiling not always being perfectly level. 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.

PASTING AND TRIMMING.

THE BUCKET OF PASTE SHOULD BE PLACED ON THE RIGHT HAND SIDE OF THE OPERATOR. Now apply the paste evenly on the top strip of paper, beginning on the left hand end of the table as you face same. 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 that the sides are exactly even (see illustration No. 1). Now apply the paste to

the other half and fold that over toward the center, same as first half. If the strip of paper is longer than your table, paste the left half, after folding, allow the folded end to hang over the end of the table and rest on the floor while you are pasting and folding the other half. You now have an entire strip of paper before you, all pasted and folded, and the sides of the paper perfectly even and ready for trimming. Draw the strip of 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 in trimming paper after pasting is that the paste will then be more evenly distributed on the edges. It also takes less time as you trim two thicknesses at once. Always be sure to paper ceiling first.

HOW TO HANG THE CEILING PAPER.

AFTER THE SALVAGE IS TRIMMED OFF your paper will be 18 inches wide. We have already explained when papering ceiling why 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 should lap 2 inches on the side wall.

AS A GUIDE FOR HANGING THE FIRST LENGTH OF CEILING PAPER PROPERLY, draw a line with chalk or charcoal 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 go; the cord will strike the ceiling and leave a straight line. (We show this line in illustration No. 3). Next you 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 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). Commence in corner of ceiling, having the first strip come between the chalk line and the wall you face, allowing both the end and side of the paper to come down on the side wall 2 inches as 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 brush or whisk broom. When half of the first ceiling strip is put on, then unfold the other half and continue to the end of the first strip. When hanging the second length, you are guided by the edge of the first strip and so on until the last strip of ceiling is put up. The edge of the last strip should also lap on the side wall. Care must be

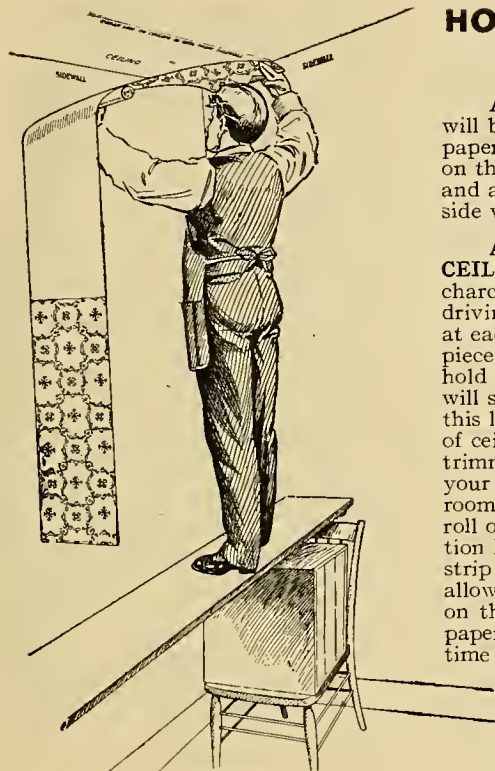


Illustration No. 3.

ing is put up. The edge of the last strip taken to have your patterns match.

HANGING SIDE WALL PAPER.

(See illustration No. 4).

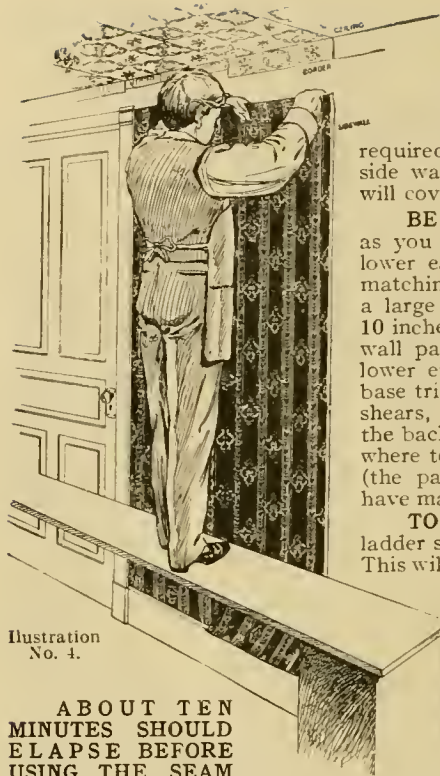


Illustration
No. 4.

**ABOUT TEN
MINUTES SHOULD
ELAPSE BEFORE
USING THE SEAM**

ROLLER as the paste is still wet and will squeeze out at the edges. Occasionally it will happen that a strip is not properly matched after being hung; in such cases remove the strip at once and proceed over again.

ALWAYS HANG THE SIDE WALL PAPER BEFORE HANGING BORDER. Follow the same instructions for cutting paper for side wall as previously outlined for ceiling. Paper should be cut from 4 to 5 inches longer than the length required for the side wall that is to be papered. In cutting your side wall paper, you can allow for the space of wall that the border will cover. All borders are either 9 or 18 inches wide.

BE SURE TO MATCH THE PATTERN (which is very simple); as you have allowed from 4 to 6 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 or 10 inches which will have to be cut off. The upper end of the side wall paper will be uneven but the border will cover same. The lower end, which stops at the baseboard, is either trimmed with a base trimmer (see wall paper tools) or 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 top of baseboard and plaster meet, then 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 brush or whisk broom.

TO HANG SIDE WALL PAPER, arrange your platform or step ladder 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 FIRST LENGTH OF PAPER that has been pasted, folded and trimmed, mount the platform or ladder, unfold both ends and the entire strip hangs perpendicular. Holding same at both top corners (see illustration No. 4), lean forward, looking down along the edge, and when the pattern is properly matched, allow the paper to touch the wall and smooth down with a brush or whisk broom.

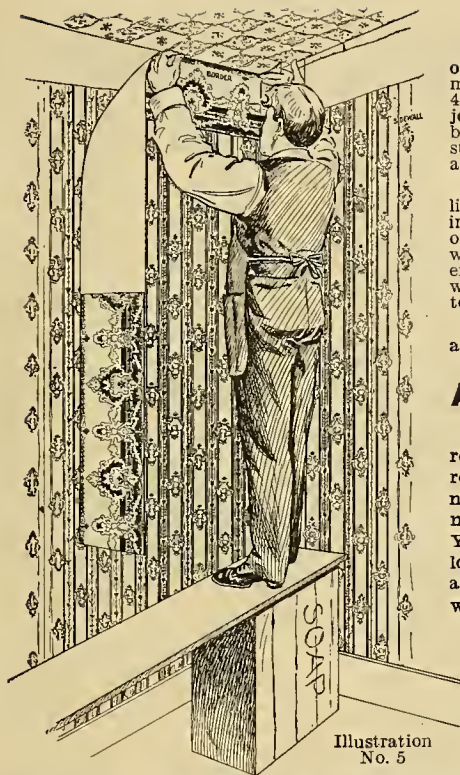


Illustration
No. 5

and cause it to fade. Never use an alum paste; an alum paste is excellent for ordinary wall paper, but when used with ingrain papers it may cause spots to appear. We recommend our prepared dry paste No. 30W2788, or use any of the formulas where alum is not mentioned. Apply glue sizing with a whitewash, calcimine or paste brush.

HANGING THE BORDER.

THE BORDER SHOULD BE HUNG LAST and can be cut in five or six pieces should it be easier to hang in that way. Do not commence in the corner but have the end lap over on the other wall about 4 inches. Cut the border through the center of the largest figure as a joint cannot be noticed after it is hung. Paste, fold and trim the border same as you did the side wall and ceiling. Take the folded strip of border, mount your platform or ladder, unfold the right end and proceed as shown in illustration No. 5.

SHOULD THE CEILING BE UNEVEN it is best to draw a chalk line on the wall immediately under the ceiling. Make your chalk line in same manner as explained in our instructions for hanging first strip of ceiling (see line in illustration No. 3). This should be done on a line with the lowest part of the ceiling. This will leave the ceiling paper exposed above the border on the wall in some places. For this reason we recommend in our instructions on hanging ceiling paper to allow same to come down on side wall 2 inches.

WE TRUST THE FOREGOING INSTRUCTIONS ARE PLAIN and that they will be of assistance to those who hang their own paper.

ABOUT ORDERING WALL PAPER.

After you have figured and ascertained the exact number of rolls required to paper your rooms, it is advisable to add an extra roll of each wall and ceiling and several yards of border. We do not want you to buy more paper than is actually needed, but we make above suggestion, having our customers' interest in mind. You may accidentally spoil a strip or when figuring you may overlook projections, such as chimneys, etc. Often an extra roll, worth a few cents, may avoid a great deal of inconvenience caused by waiting for additional paper to come on account of shortage.

WHEN HANGING INGRAIN PAPERS it is very important that the walls be in proper condition. The fading of ingrain papers, in nine cases out of ten, is 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 a glue sizing will be found elsewhere in this pamphlet. Our prepared sizing No. 30W2790 is especially adapted for this work). The paste may in some cases be to blame. The paste must not be too thin, also do not apply more paste than is necessary as it may penetrate the paper

DESCRIPTIONS AND PRICES OF VARNISHED TILE PAPERS, BURLAP, SANITARY OILCLOTH, WALL COVERING AND PAPER BINDER.

VARNISHED TILE PAPER.

Varnished Tile Papers are principally used in bathrooms and kitchens. The paper has a varnished surface which can be washed when soiled. White Damar varnish may be applied over it after the paper is hung, making it more durable. Made on heavy, pure white stock and guaranteed the best tile paper on the market. Samples mailed on application.

No. 53W50	Yellow Flowers over white squares.	No. 53W57	Blue Border, suitable for paper with blue flowers or lines.
No. 53W51	Block Design with blue flowers.	No. 53W58	Green Border, suitable for paper with green flowers or lines.
No. 53W52	Blue Flowers on white, heavy green lines.	No. 53W59	Yellow Border, suitable for paper with yellow flowers or lines.
No. 53W53	Green Block, set design.	No. 53W60	Ceiling, large squares, gold lines on white. Suitable for any paper.
No. 53W54	Brick Design, green lines on white.		
No. 53W55	Brick Design, blue lines on white.		
No. 53W56	Small Squares, heavy blue lines on white.		

Any design. Price, per double roll. 30c
 Border, 4 inches wide. Price, per yard. 2c

COLORED BURLAP FOR DECORATING.

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

No. 53W25	Dark Red. Price, per yard. 22c	No. 53W32	Dark Blue. Price, per yard. \$22c
No. 53W12	Dark Green. Price, per yard. 22c	No. 53W47	Brown. Price, per yard. 22c
No. 53W42	Yellow. Price, per yard. 22c	No. 53W20	Painted. Price, per yard. 20c

The Painted Burlap has a priming coat of paint and after the burlap is pasted on the wall it can be painted with ordinary house paint to any shade desired. Recommended for schools, churches, stores, also halls and bathrooms of residences.

WE CANNOT SELL LESS THAN 4 YARDS OF A COLOR. SAMPLES MAILED ON APPLICATION.

SANITARY WASHABLE WALL COVERING.

An oilcloth for decorating the walls of bathrooms and kitchens. It is pasted on the walls the same as burlap or wall paper. We handle several fine patterns of the best Sanitary Oilcloth Wall Covering. Samples mailed free on request. Do not fail to see our samples before purchasing elsewhere. Width, 40 inches.

No. 53W100	Small Brick Design, blue lines on white. Price, per yard. 20c
No. 53W101	Small Brick Design, green lines on white. Price, per yard. 20c
No. 53W102	Small Brick Design, black lines on white. Price, per yard. 20c
No. 53W103	Water Lily Design, blue on white. Price, per yard. 20c
No. 53W104	Water Lily Design, green on white. Price, per yard. 20c
No. 53W105	Water Lily Design, black on white. Price, per yard. 20c
In 12 yard rolls.	Price, per yard. 18c

PAPER BINDER OR MOULDING.

A narrow strip of paper, about 2 inches wide, used in place of wood mouldings and binders. Some are printed in colors to represent moulding and others made in fancy tapestry effects. This binder is pasted where the side wall connects with the border or where any two papers connect. Also extensively used for paneling on side wall and ceiling. Sufficient corner pieces are printed on the paper for paneling purposes. These corner pieces, of course, are not used when the paper is used for a binder or moulding.

No. 53W70	Moulding Design, Dark Brown and Green; Red and Buff; Light Brown and Green; Light Green and Brown. Price, per yard. 1c
No. 53W72	Tapestry Design, Red and Green; Blue and Brown; Green and Brown; Brown and Light Green. Price, per yard. 1c

Any of the above Paper Binders will harmonize with any shade or color decoration. Samples mailed on request. Be sure to state color desired.

ROOM MOULDINGS.



New Design Fancy Figured Moulding, 2 inches wide. Gilt tipped ornaments. Finished in two shades of the same color, unless otherwise mentioned.

No. 53W110 Green top, Red bottom, delicately blended. Used with red, green, or gilt wall paper or decoration. Price, per foot... 3c

No. 53W111 Green. Used with wall paper or decoration where the general color effect is green. Price, per foot... 3c

No. 53W112 Yellow. Used with wall paper or decoration where the general color effect is yellow or cream. Price, per foot... 2c

No. 53W113 Brown. Used with wall paper or decoration where the general color effect is brown. Price, per foot... 3c

No. 53W114 Red. Used with wall paper or decoration where the color effect is red. Price, per foot... 3c



Fancy Decorated Moulding, 1 1/2 inches wide. Finished in two shades of the same color, delicately blended, gilt tipped ornaments. The illustration will give you some idea of the pattern; it is one of the prettiest produced. Furnished in the following colors:

No. 53W115 Red. Used with wall paper or decoration where the general color effect is red. Price, per foot... 2c

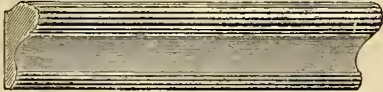
No. 53W116 Green. Used with wall paper or decoration where the general color effect is green. Price, per foot... 2c

No. 53W117 Yellow. Used with wall paper or decoration where the general color effect is yellow or green. Price, per foot... 2c

No. 53W118 Blue. Used with wall paper or decoration where the general color effect is blue. Price, per foot... 2c

No. 53W119 Brown. Used with wall paper or decoration where the general color effect is brown. Price, per foot... 2c

No. 53W120 Red top, green bottom. Used with wall paper or decoration where the general color effect is red and green. Price, per foot... 2c



No. 53W121 Polished White Enameled Moulding, 1 1/2 inches wide. Guaranteed the very highest grade of moulding. Will look well with any light color wall paper or decoration. Can be used in parlors, dining rooms, bedrooms, etc. Price, per foot... 2c



No. 53W122 White and Gold Moulding, 1 1/2 inches wide, white enameled with 1/4-inch mat gold stripe running through center of moulding, producing a very pretty effect. Can be used with any light color wall paper or decoration. Price, per foot... 2 1/2c



No. 53W123 Fancy Figured Moulding, all gilt, 1 1/2 inches wide. A beautiful moulding. Can be used with any shade or color of wall paper or decoration. Price, per foot... 2c



No. 53W124 A New Design All Gilt Moulding, 1 1/2 inches wide. A handsome design. Used with any shade or color of wall paper or decoration. Price, per foot... 2c



No. 53W125 Fancy Figured Moulding, all gilt, 2 inches wide. A heavier moulding. Used with any shade or color of wall paper or decoration. Price, per foot... 3c



No. 53W128 Fancy Gilt Moulding, 2 inches wide. The prettiest high class moulding made. Lower part finished in bright gilt, ornamented; upper part burnished gilt. The upper part shows a reflection of the lower part, on account of the lower part being swelled, producing a beautiful effect. Price, per foot... 4 1/2c



No. 53W130 Burnished Gilt Moulding, 1 1/2 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... 3 1/2c



Dainty Bisque Moulding, 1 1/2 inches wide. Delicately tinted. The prettiest moulding on the market. The very latest creation for bedrooms, sewing rooms, or any room with dainty wall decorations. Furnished in the following colors:

No. 53W132 Blue and White, blended. Used with wall paper or decoration where the general color effect is light blue or blue and white. Price, per foot... 2 1/2c

No. 53W133 Light Green and White Blended. Used with wall paper or decoration, where the general color effect is light green or green and white. Price, per foot... 2 1/2c

No. 53W134 Solid Cream. Used with wall paper or decoration where the general color effect is cream or yellow. Price, per foot... 2 1/2c

No. 53W135 Solid Drab. Used with wall paper or decoration where the general color effect is drab or pearl. Price, per foot... 2 1/2c



Flemish or Oriental Antique Decorated Moulding. 1½ inches wide. A modern style artistic moulding, used with red, green, brown, and yellow ingrain papers, burlap, or wall paper. Dull finish, no gold nor bright colors; has the appearance of embossed leather. Furnished in brown or in green; either will harmonize with the above colors.

No. 53W138 Brown. Price, per foot. 2½¢

No. 53W139 Green. Price, per foot. 2½¢

ORIENTAL TUSCAN BRONZE Mouldings. ENTIRELY NEW.

We consider the following line of mouldings the most beautiful and artistic effects ever produced in moulding finishes. Groundwork finished in dull, oriental bronze effect, with tips or high lights in brilliant gilt. If an artistic moulding is desired, something entirely new, we by all means recommend these mouldings.



No. 53W142 Tuscan Bronze Moulding, 1½ inches wide, groundwork a warm golden effect, somewhat on the copper, brilliantly illuminated gilt tips. Used with any gilt wall paper or decoration, especially desirable for brown, yellow or cream wall decorations. Price, per foot... 3¢

No. 53W143 Same design, groundwork a soft oriental green bronze with brilliant gilt high lights or ornaments. Used with any green or green and gilt wall paper or decoration. Price, per foot... 3¢



No. 53W144 Tuscan Bronze Moulding. Another beautiful design. Groundwork finished in seal brown bronze, the center of moulding a moire effect in dark seal brown bronze, top and bottom ornaments in brilliant gilt. Will harmonize with any yellow, light or dark brown wall paper or decoration. 1½ inches wide. Price, per foot... 3¢

No. 53W145 Same design. Very soft, beautiful effect of orange bronze ground, top and bottom ornaments in gilt relief. Used with any color gilt wall paper or decoration. 1½ inches wide. Price, per foot... 3¢



No. 53W146 Tuscan Bronze Moulding. A heavier moulding, 2 inches wide. The design is one of the best produced, very artistic. Groundwork a warm golden effect, somewhat on the copper, with two lines in brilliant gilt, gilt tipped ornaments. Used with any gilt wall paper or decoration, especially desirable for brown, yellow or cream wall decorations. Price, per foot... 4¢

No. 53W147 Same design. Groundwork a soft oriental green bronze with brilliant gilt high lights. Used with any green or green and gilt wall paper or decoration. Price, per foot... 4¢



Stained Moulding, 1½ inches wide. A new moulding to meet the requirements of present day decorations. Rich, full stain finish. The rich tones in paper are brought out when using this moulding. Finished in brown flemish or in forest green.

No. 53W148 Brown Flemish. Price, per foot... 1½¢

No. 53W149 Forest Green. Price, per foot... 1½¢



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

No. 53W150 Imitation Oak, 1½ inches wide. Price, per foot... 1½¢

No. 53W151 Imitation Oak, 2 inches wide. Price, per foot... 2¢

No. 53W152 Imitation Georgia Pine, 1½ inches wide. Price, per foot... 1½¢

No. 53W153 Imitation Georgia Pine, 2 inches wide. Price, per foot... 2¢

Combination Cove and Picture Moulding.

A new idea in moulding. Particularly suitable for low ceilings. Fits close to the ceiling, making it one of the strongest room mouldings. This moulding can be used with or without wall paper borders. A new way is to hang the side wall paper close to the ceiling, then put up the cove moulding, doing away with the border. We recommend this style for rooms with low ceilings.



Decorated Cove Moulding, 1½ inches wide. Finished in two shades of the same color, delicately blended with gilt tipped ornaments. Furnished in the following colors:

No. 53W150 Red. Used with wall paper or any decoration where the general color effect is red. Price, per foot... 3½¢

No. 53W151 Green. Used with wall paper where the general color effect is green. Price, per foot... 3½¢

No. 53W152 Brown. Used with wall paper where the general color effect is brown. Price, per foot... 3½¢

No. 53W153 Yellow. Used with wall paper where the general color effect is yellow or cream. Price, per foot... 3½¢



Imitation Oak and White Enameled Cove Moulding. Illustration represents the 3-inch wide moulding. Pictures can be hung from this moulding, being a combination picture and cove moulding. 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 will harmonize with any color wall paper or decoration. White enameled is recommended where delicate tinted paper or wall finishes are used.

No. 53W165 Imitation Oak.

Width, inches 1 3/4 2 1/2 3 4
 Price, per foot 2 1/2 c 4 1/2 c 5 1/2 c 6 1/2 c

No. 53W166 White Enameled.

Width, inches 1 3/4 2 1/2 3 4
 Price, per foot 3 c 5 c 6 c 8 c



No. 53W170 Angle Beading. Put in angle of wall and ceiling same as the cove moulding but no pictures can be hung from the beading. Picture moulding 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, 3/4 inch wide. Price, per foot 2c



No. 53W171 Imitation Oak Angle Beading or Moulding. Highly polished, natural oak grain. Used the same as the gilt beading, but can be used with any color wall paper or decoration. Price, per foot 2c



No. 53W174 Ornamented Gilt Beading. 1/2 inch wide. Used for paneling on ceiling and side wall. The gilt will not tarnish; we guarantee it. See No. 53W178 and No. 53W179 for corner pieces used in connection with beading. Price, per foot 1 1/2 c



No. 53W175 Another Design Ornamented Gilt Beading. Very neat and attractive. 1/2 inch wide, used the same as our No. 53W174 beading. Price, per foot 1 1/2 c



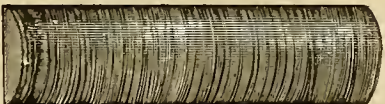
No. 53W176 Burnished Gilt Beading, 1/2 inch wide. Used for paneling, etc. Price, per foot 1 1/2 c

Rosettes.

No. 53W178 All Gilt, Carved Rosettes. Diameter, 2 1/4 inches. Used for corner pieces in connection with our gilt beading on panel work. Very artistic and pretty. Price, each 6c



No. 53W179 All Gilt Corner Ornaments. Used in connection with gilt heading for paneling on ceiling and wall. Very fancy. Measures 2 1/2 x 4 inches. Price, each 10c

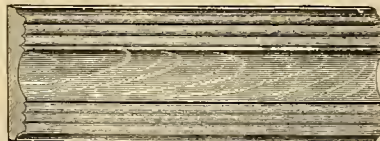


Divider or Dado Moulding. Used for finishing between dado and field where plate rail is not used. Also used for finishing or binding top of varnished tile, oilcloth or burlap wainscoting. Dull finish in imitation veneer; very new.

Width, inches 1 1/2 2 3
 No. 53W180 Imitation oak, per foot 1 1/2 c 2c 2 1/2 c

No. 53W181 Imitation mahogany, per foot 1 1/2 c 2c 2 1/2 c

Chair Rail.



No. 53W183 Chair Rail. 2 1/4 inches wide, solid polished 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 40

Plate Rails.

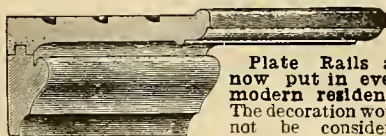


Plate Rails are now put in every modern residence. The decoration would not be considered complete unless the

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. Used in some of the finest residences.

The black flemish is made of pine wood, finished in dull black. We claim that our black stained flemish plate rail is the best on the market, which an examination will prove.

No. 53W190 Solid Oak Plate Rail, 3-inch shelf. Price, per foot 9c

No. 53W191 Solid Oak Plate Rail, 4-inch shelf. Price, per foot 11c

No. 53W192 Imitation Oak Plate Rail, 3-inch shelf. Price, per foot 8c

No. 53W193 Imitation Oak Plate Rail, 4-inch shelf. Price, per foot 10c

No. 53W194 Black Flemish Plate Rail, 3-inch shelf. Price, per foot 7 1/2 c

No. 53W195 Black Flemish Plate Rail, 4-inch shelf. Price, per foot 8 1/2 c

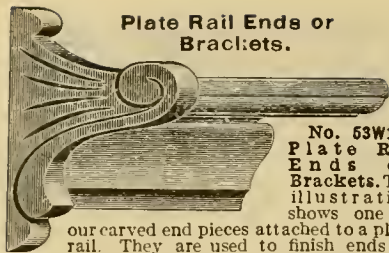


Plate Rail Ends or Brackets.

No. 53W198
Plate Rail
Ends or
Brackets. 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 the laborious task of mitering. Solid oak and imitation oak are highly polished to match the plate rails.

3-inch Polished Oak.	Price, each	8c
4-inch Polished Oak.	Price, each	9c
3-inch Imitation Oak.	Price, each	7c
4-inch Imitation Oak.	Price, each	8c
3-inch Black Flemish.	Price, each	7c
4-inch Black Flemish.	Price, each	8c

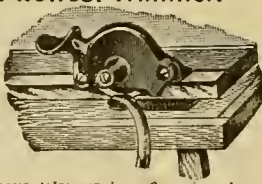
Photo or Card Rail.



No. 53W199 white Enamelled Photo or Card Rail. A pretty rail for bedrooms, sewing rooms or any room with dainty wall decorations. Used in connection with bisque and white enameled mouldings. Shelf, 2 inches wide. Price, per foot

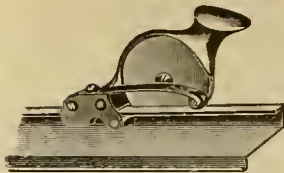
Ridgely's Newest Trimmer.

Ridgely's Model "B" Ideal Trimmer. This new trimmer is designed for a whole hand rest, therefore the leverage obtained is enormous and will cut anything in the way of paper or burlap for decorations. The straight edge furnished with the above trimmer is a five-piece brass bound edge.



30W2850	6-foot outfit complete.	Price, \$4.00
30W2851	7-foot outfit complete.	Price, 4.25
30W2852	8-foot outfit complete.	Price, 4.50

The Simplex Trimmer.

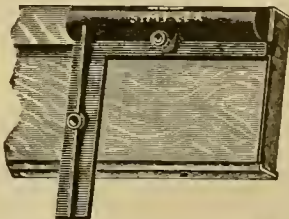


The Simplex All Steel Roller Bearing Trimmer, as shown in the accompanying illustration, is the latest achievement in wall paper trimmers. The Simplex is the simplest and most serviceable trimmer on the market.

Being an all roller bearing tool, reduces the friction to the minimum, enabling the operator to manipulate it back and forth on the straight edge without effort. The most important feature is the all steel straight edge. It is not affected by climatic conditions, therefore will always be true and straight. Finished in white nickel on copper plating. Will not rust. The trimmer adheres closely to the straight edge under all conditions and will not drop off, slide, or shake off, remaining always where it is left or set, regardless of the position of the straight edge, and yet can be instantly removed when desired. Trimmers are highly polished and nickel plated.

No. 30W2854 Simplex Outfit, consisting of trimmer, steel straight edge and zinc. Price, 7-foot

The Simplex Combined Plumb and Level.



The Simplex Combined Plumb and Level can instantly be attached to the steel straight edge and will not drop, slide, or shake off, neither is it necessary to hold the same on when obtaining a plumb or level line, thus leaving the hands free for marking. By its use a perfect plumb or level may be obtained in any place and without an assistant.

No. 30W2858 Simplex Combined Plumb and Level, for steel straight edge only. Price, each

Paperhangers' Knives.



No. 30W2934 Paperhangers' Square Point Knife, finely tempered steel blade. Blade, 3 inches long. Shipping weight, 2 ounces. Price

No. 30W2936 Paperhangers' Round Point Knife. Best of steel; blade, 3 inches long. Shipping weight, 2 ounces. Price



No. 30W2924 Scraping Knife, best steel blade, cocobolo handle, lap bolster. Weight, 5 to 7 ounces. Width of blade, inches. Price

No. 30W2926 Wall Scraping Knife, stiff blade, 3-inch square point, beech handle. Shipping weight, 7 ounces. Price



Pasting Boards.



Paste Boards. 23 inches wide open, 11 1/2 inches closed. Made of whitewood, with four batings; three brass hinges.

No. 30W2844 7 feet long. Weight, about 10 pounds. Price

No. 30W2845 7 feet long, with 4-inch zinc strip. Weight, about 13 pounds. Price, \$1.10

Folding Box Paste Board.



No. 30W2846 The hand-test paste board made. Folds into space 8 inches wide by two 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

Paperhangers' Folding Trestle.



No. 30W2848 The best trestle made. Only select material used. First quality. Weight, 6 pounds.

Price, per pr. \$1.10

Ridgely's Straight Edge.



Ridgely's Five-Piece Straight Edge. Cannot warp or twist. Made of the best seasoned wood. Bound on both sides with angle and channel brass. This is the regular Model "B" Trimmer Edge, but can be used for knife work as well. Weight, 3½ pounds.
 No. 30W2860 7-ft. Straight Edge. Price, \$2.00
 No. 30W2861 8-ft. Straight Edge. Price. 2.25

Paperhangers' Seam Rollers.

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

No. 30W2800 Large Seam Roller, 2 inches wide, 1½ inches in diameter. Maple roller, polished handle. Wt., 4 ozs. Price. 14c



No. 30W2802 Seam Roller, 1¼ inches wide, flat face, rubber covered. Shipping weight, 3 ounces.



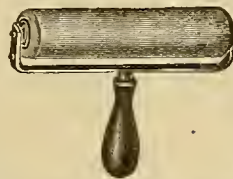
Price.....10c

No. 30W2804 Seam Roller. 1 inch wide; oval face maple roller, as illustrated. Shipping weight, 3 ounces.



Price.....10c

No. 30W2812 The Zylonite Ivory Seam Roller, oval face. For the professional paperhanger; will never wear out. Shipping weight, 4 ounces. Price.....53c



No. 30W2808 Smoothing Roller, 8 inches wide, felt covered. The most satisfactory smoothing roller made. Shipping weight, 12 ounces. Price.....50c

No. 30W2810 Smoothing Roller, same as above, but without covering; maple roller. Shipping weight, 12 ounces. Price.....33c

No. 30W2806 Side Arm Seam Roller, bevel face, celluloid covered, 1 inch wide. The handiest roller manufactured. Indispensable for ceilings, door casings and frames. Shipping weight, 3 ounces. Price.....28c



Folding Pasting Table.



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. 23 inches wide open, 11½ inches closed. Shipping weight, 28 to 30 pounds.

No. 30W2840 7 feet long. Price....\$2.90
 No. 30W2841 8 feet long. Price.....3.10

Paperhangers' Smoothing Brushes.

No. 30W3130 Paperhangers' Smoothing Brush. Two rows white fiber, wire drawn. Width, 10 inches. A good brush for the householder who wishes to paper several rooms. Price.....10c



No. 30W3132 Paperhangers' Smoothing Brushes. Two rows stiff Chinese bristles, 2½ inches long, wire bound. Shipping weight, 7 ounces.

Width, inches..... 10 12
 Price..... 58c 80c

Paste Brush.



While the following brush is intended for calcimining, it can be used in place of the regular paste brush for applying paste to the paper. We do not recommend it to the professional paperhanger, but where a few rooms only are papered the brush will give good satisfaction. Can be used for calcimining when through with papering.

No. 30W3100 Calcimine Brush (can be used for pasting), white casing with gray fiber center. Metal bound.

Width, inches..... 6 7 8
 Length of bristles, inches.. 3½ 3¾ 4¾
 Price, each..... 24c 32c 34c

Paperhangers' Paste Brush.



No. 30W3134 Paperhangers' Paste Brush. Mixed white and gray bristles, all hair, no fiber; double nailed, leather bound. Width, 7½ inches; length of bristles, 3¼ inches. Shipping weight, 12 ounces.

Price.....43c

No. 30W3135 Paperhangers' Paste Brush. For the professional paperhanger. A well made, high grade brush with long handle. Pure gray Russian bristles, galvanized hands.

Width, inches..... 7 8
 Length of bristles..... 4½ 4¾
 Price..... \$1.40 \$1.70

Wheel Knives, Base Trimmers, Etc.

We deal direct with the manufacturers of Paperhangers' Tools, which explains why we are able to supply our customers with first class tools at same prices dealers ask for inferior, worthless makes. Should a blade or other parts break, caused by any defect, we will cheerfully replace the tool absolutely free of charge.

No. 30W2820 Wheel Knife for Trimming Wall Paper. Shoulder on both sides. Blade 2 inches in diameter. Shipping weight, 3 ounces. Price.....20c

No. 30W2822 Base Trimmer. Serrated edge, iron handle. A handy tool for trimming around casings, frames, etc. Shipping weight, 4 ounces. Price.....22c

No. 30W2824 Wheel Knife, with patent device for keeping the paste off the blade; always clean and sharp. Shipping weight, 4 ounces. Price.....42c

No. 30W2826 Combination Base Trimmer and Paper Knife. No paperhanger should be without this handy tool. Shipping weight, 3 ozs. Price.....35c

No. 30W2828 Wheel Knife. Offset handle, a very handy tool. 2-inch blade. Nickel plated frame. Shipping weight, 4 ounces. Price.....38c

No. 30W2830 Base Trimmer, for trimming around casings, frames, etc. Short bevel plain edge, case hardened, nickel plated steel bracket, polished maple handle. Blade, 1½ inches in diameter. Weight, 3 ounces. Price.....25c

No. 30W2832 The best trimmer for all purposes. Will cut ten thicknesses of Ingram, four thicknesses of burlap, also cuts lincrusta with ease. Blades are made without crumpling edges of paper. The handle fits the hand perfectly. Highly nickel plated. Weight, 8 ounces. Price.....70c

Seroco Prepared Wet Paste. FOR HANGING WALL PAPER.



No. 30W2784 Warranted chemically pure and will not sour. One barrel will make three barrels ready for use; reduced with cold water. Put up in barrels containing a about 230 pounds, and half barrels containing about 140 pounds.

Price, per barrel . . . \$1.90
Per half barrel . . . 1.30

Seroco Patent Prepared Paste Flour. ONLY BOILING NECESSARY.

No. 30W2786 Warranted never to sour and to make the strongest and most adhesive paste. One pound will make three gallons of ready to use paste or one gallon of solid paste. No chemicals or preservatives required.

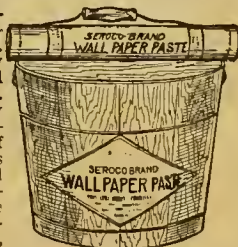
Price, per 1-pound package . . . \$0.07
Price, per 25-pound drum . . . 1.40
Price, per 50-pound drum . . . 2.50

Seroco Perfect Cold Water Dry Paste.

NO SMELL. NO VERMIN. NO WASTE.

No. 30W2788 Dissolves immediately in cold water. Makes the only 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 ready for immediate use. Warranted chemically pure, will never sour, and to hang any kind of wall paper.

Price, per 2½-pound tube . . . \$0.20
Price, per 25-pound pail . . . 1.75
Price, per 100-pound drum . . . 6.00
One 2½-pound tube will make a large pail of ready to use paste.



Seroco Prepared Paperhangers' Sizing.

DISSOLVES INSTANTLY IN COLD WATER.



No. 30W2790 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 or painted or varnished walls with the assurance that the wall paper will stick. One pound will make one gallon of size ready for use.

Price, per 2-pound tube . . . \$0.20
Price, per 5-pound package45
Price, per 50-pound drum4.00

Paperhangers' Shears.



No. 30W2834 Keene Cutlery Co.'s Paperhangers' or Bankers' Shears. Nickel plated steel laid blades and enameled handles. Fully warranted. Shipping weight, 10 to 14 ounces.

Size, inches.....	10	12	14	16
Length of cut, inches.....	5½	7	8½	10
Price.....	60c	77c	98c	\$1.33

USE SEROCO READY MIXED HOUSE PAINT

for interior and exterior painting. It is the best paint on earth for interior woodwork and outside painting. Dries with a high gloss and guaranteed the most durable paint on the market. Color sample book mailed free on application.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

**EXACTLY AS ADVERTISED, 1½ CENTS PER SINGLE
ROLL, 3 CENTS PER DOUBLE ROLL.**

THE PANAMA. Our plain set figure design paper without background. This, our lowest priced paper, made in a neat set design, is finished without background, and while it will compare favorably with papers that sell generally at double the price, and is suitable for papering bedrooms, closets, kitchens, etc.; but since it costs just as much to hang this paper as the richest heavy background paper that will wear very much longer, be less susceptible to dust and dirt and look very much richer, we would especially recommend that in selecting a paper you select one of our rich, heavy background papers, which we show in this sample book at from 10 cents per roll upward. For example, while 26 cents will supply enough of this paper to cover a room 11x11, 9 feet high, side wall, border and ceiling, less than \$1.00 will supply the same amount of a rich, heavy background 10-cent paper, paper that will last twice as long, always look rich and beautiful; besides the labor of hanging is exactly the same; so we always advise our customers, since the difference in the cost between this, our cheapest paper, and a rich, heavy background paper at 10 to 15 cents a roll is only about \$1.00 to a room, that in their own interest, as a matter of real economy, they select one of the richest patterns we have to offer.

No. 53W 347 WALL. Price, per double roll.....**3 cents**

No. 53W1347 BORDER. 9 inches wide. Price, per yard.....**½ cent**

8 yards for.....**1 cent**

No. 53W 348 CEILING. Price, per double roll.....**3 cents**

Cost of this paper for a room, size 11x11 feet, height of ceiling, 9 feet, will be as follows:

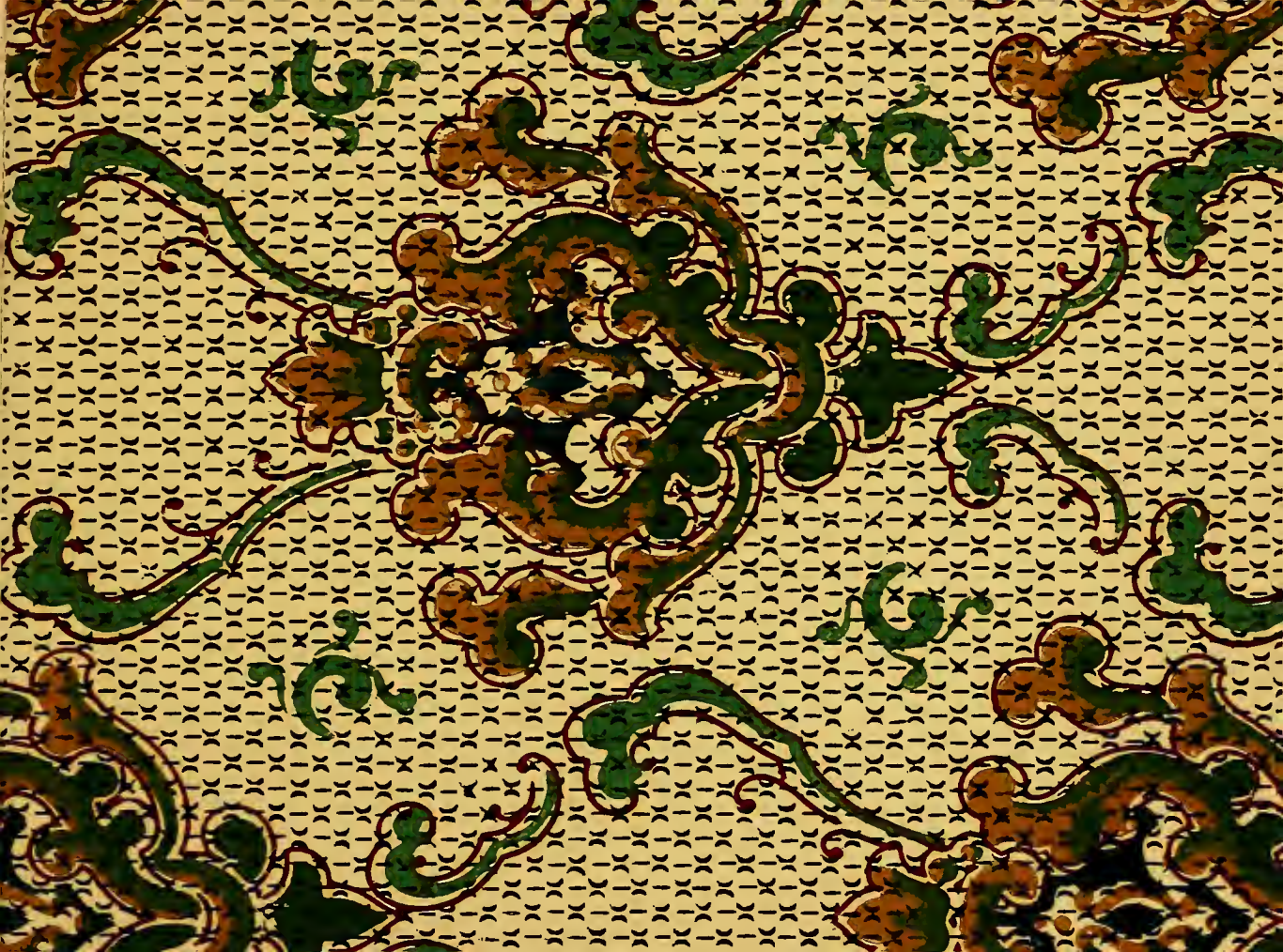
For side wall and border.....**20 cents**

For ceiling.....**6 cents**

Or total cost of wall, border and ceiling.....**26 cents**

On the price of 26 cents for the above size rooms, we allow for four ordinary size openings, namely, two doors and two windows.

EACH PAPER HAS THE PRICE AND DESCRIPTION PRINTED ON BACK.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE ARIZONA. A well covered paper in a small set design suitable for kitchens, small halls and dining rooms. It was made to supply a demand for papers with small designs. Suitable for the upper half or third of dining room decorations when used in connection with a red, blue or brown plain or printed ingrain paper for the lower part of the room. Made with 9-inch border. Ceiling has similar decorations on a lighter yellow ground.

No. 53W401	WALL.	Price, per double roll.....	6 cents
No. 53W1401	BORDER.	Price, per yard.....	¼ cent
No. 53W402	CEILING.	Price, per double roll.....	6 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W117, Yellow Decorated; No. 53W138, Flemish; No. 53W148, Stained; No. 53W163, Cove; or any of the Imitation Oak or Georgia Pine Mouldings.

EACH PAPER HAS THE PRICE AND DESCRIPTION PRINTED ON BACK.

Do not fail to read the instructions for ordering in the front pages of this book; it will avoid mistakes, besides giving you valuable information.

Our Wall Paper is non-poisonous. Please bear in mind that every roll of wall paper shipped by us is absolutely sanitary. No poisonous colorings are employed in the manufacture of our paper. The colors used in our mill are harmless and the very best that money can buy.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE GALATEA. The stock of this paper is tinted a light green, which forms the background. The design is printed directly on the paper without first putting on a background, consequently the paper is somewhat lighter in weight than a grounded paper. This number is suitable for bedrooms and other small rooms. A well covered paper at the wonderfully low price of 5 cents per double roll. Border and ceiling are made on the same tinted stock. Border is 9 inches wide.

No. 53W 365	WALL.	Price, per double roll	5 cents
No. 53W1365	BORDER.	Price, per yard	1 cent
No. 53W 366	CEILING.	Price, per double roll	5 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W111, or No. 53W116, Decorated; No. 53W149, Stained; No. 53W150, Imitation Oak; No. 53W152, Imitation Georgia Pine.

EACH PAPER HAS THE PRICE AND DESCRIPTION PRINTED ON BACK.

Do not fail to read the instructions for ordering in the front pages of this book; it will avoid mistakes, besides giving you valuable information.

We can save you \$5.00 to \$10.00 on the lot of paint required to paint your house or barn, and furnish you with the best ready mixed paint it is possible to make, because we make the paint ourselves in our own paint factory and sell it to our customers at the actual manufacturing cost, with a small percentage of profit added. Send for our Color Sample Book at once; it is free.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

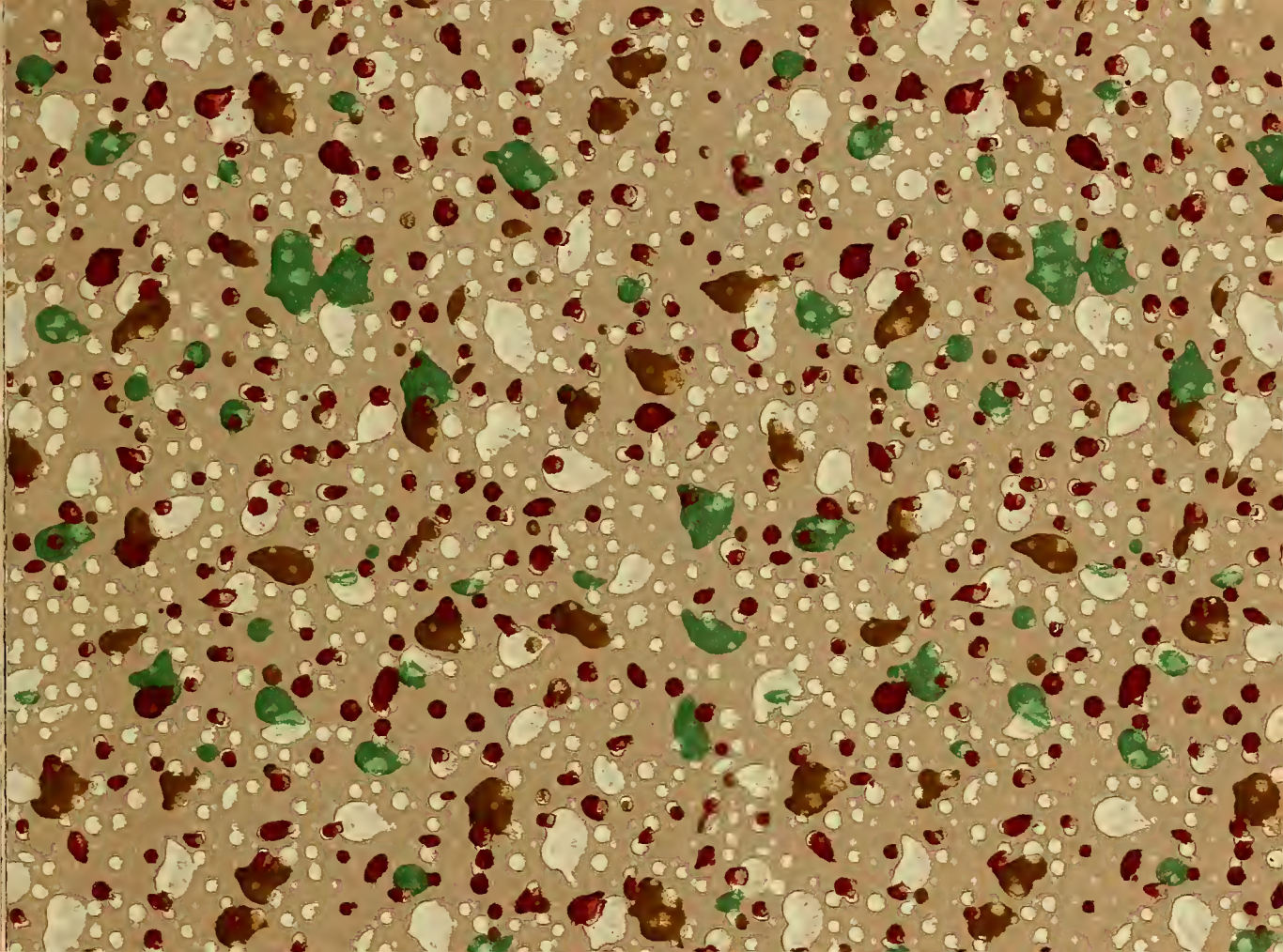
THE PIEREA. The stock of this paper is tinted a light blue, which forms the background. Tinted papers are used more than ever before, and to supply the demand for these papers we have included several designs in this season's line. Our tinted papers are heavier, with better colorings than what is offered on the market. The design of this paper is a set figure and artistically colored; suitable for halls, kitchens, etc. Made with a 9-inch border. Border and ceiling are made on the same tinted stock.

No. 53W 349	WALL.	Price, per double roll.....	7 cents
No. 53W1349	BORDER.	Price, per yard.....	½ cent
No. 53W 350	CEILING.	Price, per double roll.....	7 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W118, Decorated; No. 53W139, Flemish; No. 53W149, Stained.

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Do not fail to read the instructions for ordering in the front pages of this book; it will avoid mistakes, besides giving you valuable information.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE GRANITE. Our new granite paper for the season of 1907 will prove a very serviceable paper for kitchens, because granite papers will not show dust. The border is a block design and colored to harmonize. The ceiling has similar decorations on lighter ground. Made with a 9-inch border.

No. 53W 359	WALL,	Price, per double roll.....	7 cents
No. 53W1359	BORDER,	Price, per yard.....	1 cent
No. 53W 360	CEILING,	Price, per double roll.....	7 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W150, Imitation Oak; No. 53W152, Imitation Georgia Pine; No. 53W148, Stained.

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Do not fail to read the instructions for ordering in the front pages of this book; it will avoid mistakes, besides giving you valuable information.

We Sell Ready Mixed House and Barn Paint at about one-half the price charged by others, and we guarantee it to cover more surface and last longer than any other ready mixed paint made. For full particulars write for our Free Paint Color Book.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE MERCURIUS. A bright wall decoration suitable for bedrooms and other small rooms. This paper is made on tinted stock which forms the background, consequently, it is not as heavy as a grounded paper. This is a pretty decoration and exceedingly low in price. Made with a 9-inch border. Border and ceiling are made on the same tinted stock with floral decorations.

No. 53W 351 WALL. Price, per double roll.....**7 cents**
No. 53W1351 BORDER. Price, per yard.....**½ cent**
No. 53W352 CEILING. Price, per double roll.....**7 cents**

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W117, Decorated; No. 53W135, Bisque; No. 53W163, Cove; or any imitation Oak or Georgia Pine Moulding.

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Do not fail to read the instructions for ordering in the front pages of this book; it will avoid mistakes, besides giving you valuable information.

FREE. Our Color Sample Book, showing over ninety different shades of paint we make, will be mailed free upon application. We will also send you our book, "How to Paint." This book will tell you in plain language how to use different paints with the best results. In our color sample book we show several nicely colored pictures of buildings and the number of gallons of Seroco Ready Mixed House Paint required to paint them. It will show you how \$4.90 pays for sufficient Seroco Ready Mixed House Paint to paint a good sized cottage two coats.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE ANCONA. Our new tile pattern in a popular shade of green. A fine decoration for kitchens, bathrooms and halls. A comparison of our papers with others will demonstrate that we are selling better papers at lower prices. We guarantee that the paper will be exactly like this sample, otherwise you are at liberty to return it at our expense and we will promptly refund your money. Made with a 9-inch border. Ceiling has lighter green ground.

No. 53W 385	WALL.	Price, per double roll.....	8 cents
No. 53W1385	BORDER.	Price, per yard.....	½ cent
No. 53W 386	CEILING.	Price, per double roll.....	8 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W150 or No. 53W151, Imitation Oak; No. 53W152 or No. 53W153, Imitation Georgia Pine.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE RODERICK. A low priced green paper suitable for halls, dining rooms, also parlors where a floral decoration is not desired. A quiet decoration in harmonious colors. Papers of this character are usually sold at from 20 to 25 cents per double roll, but because we manufacture this paper ourselves we are able to quote a price of 8 cents per double roll. This price represents the actual manufacturing cost with only one small profit added. Made with a blended border, 9 inches wide. Ceiling is handsomely designed and nicely colored on light green ground.

No. 53W 383 WALL. Price, per double roll..... **8 cents**
No. 53W1383 BORDER. Price, per yard..... **1 cent**
No. 53W 384 CEILING. Price, per double roll..... **8 cents**

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W111 or No. 53W116, Green Decorated; No. 53W139, Flemish; No. 53W149, Stained; or any Imitation Oak or Georgia Pine Moulding.

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Do not fail to read the instructions for ordering in the front pages of this book; it will avoid mistakes, besides giving you valuable information.

Our Free Paint Color Book, which we mail to any address on application, shows every color of ready mixed house and barn paint, which we make in our own paint factory and sell at about one-half the prices charged by others, under our guarantee that the paint will last longer and cover more surface than any other paint made.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE CICERO. The background of this paper is a beautiful shade of light blue. The design is a small floral, making it a suitable paper for small rooms. A pretty decoration for bedrooms if a blue paper is desired. Made on heavy stock of the best quality. Our papers are better in design, coloring and quality of stock than what is usually offered on the market; a comparison will prove this. Made with a 9-inch border, blending into a light blue decorated ceiling.

No. 53W 443	WALL.	Price, per double roll.....	10 cents
No. 53W1443	BORDER.	Price, per yard.....	1 cent
No. 53W 444	CEILING.	Price, per double roll.....	10 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W118, Decorated; No. 53W121, White; No. 53W132, Bisque.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE OSIRIS. Designs of this class are very popular and make fine wall decorations. The one shown here is artistic and prettily colored. A cheerful paper for bedrooms and other small rooms, and will prove a splendid decoration. The border, 9 inches wide, and ceiling have similar decorations on white ground.

No. 53W 439 WALL. Price, per double roll **10 cents**
No. 53W1439 BORDER. Price, per yard **1 cent**
No. 53W 440 CEILING. Price, per double roll **10 cents**

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W117, Decorated; No. 53W121, White; No. 53W134, Bisque; No. 53W163, Cove; or any Imitation Oak or Georgia Pine Moulding.

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Do not fail to read the instructions for ordering in the front pages of this book; it will avoid mistakes, besides giving you valuable information.

Remember, it costs the same (labor or money) to hang a very cheap paper as it does to hang high grade paper, like this number. At our special prices the cost of the paper for an ordinary room (side wall, border and ceiling) for this 10-cent paper is about 90 cents; 15-cent paper, \$1.35; 20-cent paper, \$1.80; and as these rich, heavy grounded, beautifully finished papers which we furnish at 10 to 20 cents per roll show a wonderful difference in the rich appearance of any room, will last longer and always look brighter than any of the cheaper papers, we especially urge that you select one of our rich papers at 10 to 20 cents per roll.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE HOWELL. A design in colors suitable for almost any room in the house. Where a highly colored decoration is not desired this paper will probably answer your requirements. It will make an attractive hall decoration, giving it that cheerfulness so necessary for the entrance to a residence. Made with a 9-inch border, blending into a lighter ground ceiling, with similar decorations.

No. 53W 419 WALL. Price, per double roll.....**10 cents**
No. 53W1419 BORDER. Price, per yard **1 cent**
No. 53W420 CEILING. Price, per double roll.....**10 cents**

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W113 or No. 53W119, Brown Decorated; No. 53W124, Gilt; No. 53W142, Tuscan Bronze; or any of the Imitation Oak or Georgia Pine Mouldings.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE HENRIETTA. A very neat and showy wall decoration without much color. It has just enough gilt and colors to relieve the solid red. We know that it will make a splendid paper for small parlors, dining rooms, and bedrooms, therefore have no hesitancy in urging our customers to order the paper if a low priced red decoration is desired. Made with a 9-inch border, blending into a pink ground ceiling decorated in similar colors.

- No. 53W 441 WALL.** Price, per double roll.....**10 cents**
- No. 53W1441 BORDER.** Price, per yard..... **1 cent**
- No. 53W442 CEILING.** Price, per double roll.**10 cents**

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W114 or No. 53W115, Red Decorated; No. 53W123 or No. 53W124, Gilt; No. 53W149, Stained; No. 53W146, Tuscan Bronze; or any of the Imitation Oak or Georgia Pine Mouldings.

EACH PAPER HAS THE PRICE AND DESCRIPTION PRINTED ON BACK.

Do not fail to read the instructions for ordering in the front pages of this book; it will avoid mistakes, besides giving you valuable information.

Our wall paper is non-poisonous. Every roll of wall paper manufactured and shipped by us is strictly sanitary and absolutely harmless. No poisonous colors are employed in the manufacture of our paper. We manufacture more wall paper in our mill than any other mill in the country. We purchase the colors in enormous quantities, securing them at the very lowest possible prices, which enables us to secure the very best at prices others are compelled to pay for cheaper goods, purchasing them in small quantities.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE MARCELLA. This is one of the most cheerful papers of the season and will make a dainty bedroom decoration. For the girl's room a better paper could not be selected. The background is a pure white relieved with silvery sprays. It is a pretty floral design and the color arrangement is perfect, making it a high grade decoration, the equal of papers sold at double the price quoted below. Made with a 9-inch border. The ceiling has similar decorations on pure white ground.

No. 53W 375	WALL.	Price, per double roll.....	10 cents
No. 53W1375	BORDER.	Price, per yard.....	1 cent
No. 53W 376	CEILING.	Price, per double roll.....	10 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W121, White; No. 53W132, Bisque; or any Imitation Oak or Georgia Pine Moulding.

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Remember, it costs the same (labor or money) to hang a very cheap paper as it does to hang high grade paper, like this number. At our special prices the cost of the paper for an ordinary room (side wall, border and ceiling) for this 10-cent paper is about 90 cents; 15-cent paper, \$1.35; 20-cent paper, \$1.80; and as these rich, heavy grounded, beautifully finished papers which we furnish at 10 to 20 cents per roll show a wonderful difference in the rich appearance of any room, will last longer and always look brighter than any of the cheaper papers, we especially urge that you select one of our rich papers at 10 to 20 cents per roll.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE CORINNA. A dainty gilt wall decoration especially desirable for bedrooms and small parlors. While this sample shows the style of the design, it cannot be compared with the beauty of the paper when on the wall. When used in connection with an enameled white moulding you will have one of the prettiest effects it is possible to produce with any kind of wall decoration. Here is an opportunity to secure a high grade gilt wall decoration at 10 cents per double roll, a price no other manufacturer dare quote on strictly first class paper. Made with a 9-inch border, blending into a light yellow ground ceiling with decorations to harmonize.

No. 53W 381	WALL.	Price, per double roll	10 cents
No. 53W1381	BORDER.	Price, per yard	1 cent
No. 53W382	CEILING.	Price, per double roll	10 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W116, Decorated; No. 53W121, White; No. 53W122, White and Gilt; No. 53W123, Gilt; No. 53W133, Bisque; No. 53W143, Tuscan Bronze.

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FREE. Our Color Sample Book, showing over ninety different shades of paint we make, will be mailed free upon application. We will also send you our book, "How to Paint." This book will tell you in plain language how to use different paints with the best results. In our color sample book we show several nicely colored pictures of buildings and the number of gallons of Seroco Ready Mixed House Paint required to paint them. It will show you how \$4.90 pays for sufficient Seroco Ready Mixed House Paint to paint a good sized cottage two coats.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE NIPPON. Our prize blue wall decoration; one of the best designs drawn by a Japanese artist. It is true Japanese decoration and artistic in every detail. Papers of this character sell at fancy prices, but since we manufacture the paper ourselves in our own paper mill, we are able to offer this beautiful Japanese decoration at 12 cents per double roll. If a blue decoration is desired for a bedroom or other small room, we can recommend this number. Made with a 9-inch border, blending into a light blue ground ceiling with similar decorations.

No. 53W 357	WALL.	Price, per double roll.	12 cents
No. 53W1357	BORDER.	Price, per yard	1 cent
No. 53W 358	CEILING.	Price, per double roll.....	12 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W118, Decorated; No. 53W121, White; No. 53W122, White and Gilt; No. 53W123 or No. 53W124, Gilt; No. 53W132, Bisque; No. 53W145, Tuscan Bronze; No. 53W166, Cove.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE JULIANNA. Have you a small parlor or bedroom you wish decorated in light green? If so, we can recommend this paper as one that would be most suitable. This is a pretty gilt decoration, and at 12 cents per double roll it would hardly pay you to purchase cheaper papers, and we urge that you include this number in your order, feeling confident that you will be more than pleased with the paper after received. Made with a 9-inch border, blending into a light yellow decorated ceiling.

No. 53W 363	WALL.	Price, per double roll	12 cents
No. 53W1363	BORDER.	Price, per yard.....	1 cent
No. 53W 364	CEILING.	Price, per double roll.....	12 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W116, Decorated; No. 53W122, White and Gilt; No. 53W123 or No. 53W124, Gilt; No. 53W133, Bisque; No. 53W145, Tuscan Bronze.

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Do not fail to read the instructions for ordering in the front pages of this book; it will avoid mistakes, besides giving you valuable information.

It costs very little to paper a room with high grade paper. To give you an idea of the very small cost of papering a room with strictly high grade paper, a room 12x12x9 feet will require 6 rolls for the walls, 3 rolls for the ceiling, and 16 yards of border, papered with this artistic design, or any 12-cent paper shown in this book will cost the small sum of \$1.24, allowing for three openings. This is the total cost of the paper, side walls, ceiling and border.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE OLYMPIA. A combination floral and scroll design suitable for parlors, libraries, bedrooms, etc. Dark green floral papers look well and make fine decorations. This paper is well covered and will prove a serviceable paper for most any room in the house. You may select this paper with the understanding that if it is not satisfactory after a thorough examination, in style, quality, price, etc., we will allow you to return the paper at our expense and we will refund your money. Made with a 9-inch border, blending into a yellowish green ceiling with decorations to harmonize.

No. 53W 379 WALL.	Price, per double roll.....	12 cents
No. 53W1379 BORDER.	Price, per yard.....	1 cent
No. 53W 380 CEILING.	Price, per double roll.....	12 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W111 or No. 53W116, Decorated; No. 53W123 or No. 53W125, Gilt; No. 53W143 or No. 53W147, Tuscan Bronze.

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Do not fail to read the instructions for ordering in the front pages of this book; it will avoid mistakes, besides giving you valuable information.

For interior wood work or outside painting use our Seroco Brand Ready Mixed House Paint, the best ready mixed paint on earth. If in need of paint, no matter how small a quantity, send for our free Color Sample Book and instruction book "How to Paint." These books will be mailed to you free on application.

THE FOLLOWING 12 PICTURES IN ACTUAL COLORS

SOME OF OUR LATEST WALL PAPERS ARE PHOTOGRAPHED DIRECTLY FROM PAPER ITSELF BY THE VERY LATEST PROCESS OF COLOR PHOTOGRAPHY AND EXACTLY HOW THE PAPER WILL LOOK WHEN HUNG ON YOUR OWN WALLS.

CAN GET A MUCH BETTER IDEA of the appearance of the finished work from these colored reproductions than you can from an actual sample of the paper itself. The small pieces of wall which we are compelled to use for samples in order to send our Wall Paper Sample Book through the mail, while they exactly the superior quality of our paper and the beautiful rich colors, they cannot begin to show the artistic effect of the work as it will appear on your walls when the paper is actually in place. To remedy this difficulty, after trying many attempts, we have finally succeeded in getting an actual reproduction in exact colors by the latest photoengraving color process and we guarantee that you can select from the colored pictures on the following four pages with absolute certainty of effect. The small size to which the sample of the paper is reduced is a great advantage in enabling you to see within a space in this book the actual effect of a very large space upon your wall.

TWELVE FOLLOWING REPRODUCTIONS IN ACTUAL COLORS do not convey any idea of the actual quality of the paper but we feel that the other samples in the book will give you a sufficiently clear idea of the quality and weight of the paper we are furnishing. The stock is of a deal heavier than usually used by other wall paper manufacturers and we guarantee that when you receive any of the papers shown in actual colors on the following four pages you will be absolutely satisfied that they are superior in quality and quality to any you have heretofore been offered at or near our prices.

CANNOT TOO STRONGLY URGE YOU to take advantage of these pictures in actual colors and supply yourself with the paper shown in one or more of them. Disappointment is impossible. The pictures are reproduced in actual color from our actual wall papers which are hung on frames representing a section of the wall for the purpose of being photographed, so the effect produced in these colored illustrations is exactly what you will see when the paper is hung in your own home. For description of the twelve patterns illustrated on the following pages see next page.

Descriptions of the 12 Wall Papers in Actual Color

Shown on the following four pages

THE BUCKINGHAM. A suitable paper for parlors, halls, staircases and dining rooms. An artistic design, well covered and very rich in color. If a dark green paper in a set figure design is desired we can recommend this paper as one that will be admired on account of its beauty. Border, 18 inches wide, blends into a light green ground, ceiling with decorations to harmonize.

No. 53W411 Wall. Price, per double roll. 18c
No. 53W1411 Border. Price, per yard... 2c
No. 53W412 Ceiling. Price per double roll. 18c

THE CORYDON. The illustration represents our prize combination set and floral design with a red background. This is, without question, a beautiful wall decoration in red, and if you have decided on a red paper for one of the rooms, we would recommend that you select this number. This paper is suitable for parlors, dining rooms, libraries, and bedrooms. Made with a 9-inch border blending into a light yellow ceiling with a greenish cast, both decorated to harmonize.

No. 53W425 Wall. Price, per double roll. 14c
No. 53W1425 Border. Price, per yard... 1c
No. 53W426 Ceiling. Price, per double roll. 14c

THE ANTONIA. A pretty wall decoration for parlors, dining rooms, libraries, etc. The background is a warm shade of brown and will match most any color of furniture. A decoration we are sure will please the most particular. It will give the room that coziness so much desired. An 18-inch border blends into a lighter ceiling with flowers and figures to harmonize.

No. 53W417 Wall. Price, per double roll. 17c
No. 53W1417 Border. Price, per yard... 2c
No. 53W418 Ceiling. Price, per double roll. 17c

THE IRENE. Gray background papers are very desirable, as they will not show dust or finger marks, and for the children's bedroom or any other room where the children are liable to come in contact with the wall paper it is especially desirable. Made with a 9-inch border blending into a light gray ground ceiling, decorated to harmonize.

No. 53W407 Wall. Price, per double roll. 9c
No. 53W1407 Border. Price, per yard... 1c
No. 53W408 Ceiling. Price, per double roll. 9c

THE ITALIA. Forestry effects are very popular and are used in fine residences. Especially adapted for dining rooms and halls. A popular style is to use a red, blue or brown in grain paper or burlesque for the lower half of dining rooms or halls and a forestry pattern for the upper half; this will make a fine, tasty decoration. The border is 18 inches wide.

No. 53W431 Wall. Price, per double roll. 20c
No. 53W1431 Border. Price, per yard... 2c
No. 53W432 Ceiling. Price, per double roll. 9c

THE SERAPIS. This a fine, quiet wall decoration without highly colored flowers or figures. Green is the predominating color. Although the background is a light buff, the narrow green stripes put it in the class of light green papers. Adapted for any room in the house, but is especially desirable for bedrooms. Made with a 9-inch border blending into a light buff ground ceiling with decorations to harmonize.

No. 53W409 Wall. Price, per double roll. 8c
No. 53W1409 Border. Price, per yard... 1c
No. 53W410 Ceiling. Price, per double roll. 8c

THE IONIA. This paper is one of the prettiest in our line and one we are sure will be admired by everyone. A very desirable paper for the blue room, also pretty effects may be had, for instance, in bedrooms, by omitting the border entirely and having the ceiling paper come down on the wall to the picture moulding, or if a low room, the ceiling may be calculated in light yellow and have the wall paper come up close to the ceiling, using an angle moulding to finish off the top. Made with an 18-inch border blending into a light buff ground ceiling decorated in colors to harmonize.

No. 53W371 Wall. Price, per double roll. 12c
No. 53W1371 Border. Price, per yard... 2c
No. 53W372 Ceiling. Price, per double roll. 12c

THE MINERVA. A pure white ground paper and red trailing the entire length. A cheerful wall decoration especially adapted for dark rooms. The design is without question pretty and artistic and we know that you will admire the paper after it is on the wall. The border is 18 inches wide and blends into a white ground ceiling, decorated to harmonize.

No. 53W369 Wall. Price, per double roll. 11c
No. 53W1369 Border. Price, per yard... 1c
No. 53W370 Ceiling. Price, per double roll. 11c

THE VALENTIA. Our new tapestry in arrangement of color overprint giving it the textile effect. Recommended for fine decorating in dining rooms and halls, especially desirable for the upper half of dining rooms. The design is artistic from every standpoint and coloring is perfect. Made with an 18-inch border blending into a lighter ceiling with tapestry decorations to harmonize.

No. 53W361 Wall. Price, per double roll. 18c
No. 53W1361 Border. Price, per yard... 2c
No. 53W362 Ceiling. Price, per double roll. 18c

THE ELYSEUM. The colored reproduction of this paper shows exact appearance of the paper when on the wall. It is one of the best scenic designs produced and will make an attractive wall decoration, strictly up to date. It may be used for entire rooms or the upper half of a room. Made with an 18-inch border. The background has a light green ground.

No. 53W435 Wall. Price, per double roll. 18c
No. 53W1435 Border. Price, per yard... 2c
No. 53W436 Ceiling. Price, per double roll. 18c

THE ALPHEUS. A convenient design, suitable for churches, public stores and halls of residences. An artistic wall decoration from every standpoint, design as well as color. The background is a warm shade of light blue. Made with an 18-inch border.

No. 53W395 Wall. Price, per double roll. 18c
No. 53W1395 Border. Price, per yard... 2c
No. 53W396 Ceiling. Price, per double roll. 18c

THE RALEIGH. A pretty and artistic wall decoration. The design is such that the paper may be used in large as well as small rooms. The coloring is perfect, a soft blue ground filled in with a darker blue, beautiful pink roses and heavy gold scrolls. A high class paper for fine decorating and one we can recommend. Made with an 18-inch border blending into a light buff ceiling with decorations to harmonize.

No. 53W421 Wall. Price, per double roll. 18c
No. 53W1421 Border. Price, per yard... 2c
No. 53W422 Ceiling. Price, per double roll. 18c

The Quality, Weight and Finish are the Same as the Other Samples in This Book.

THE BUCKINGHAM.



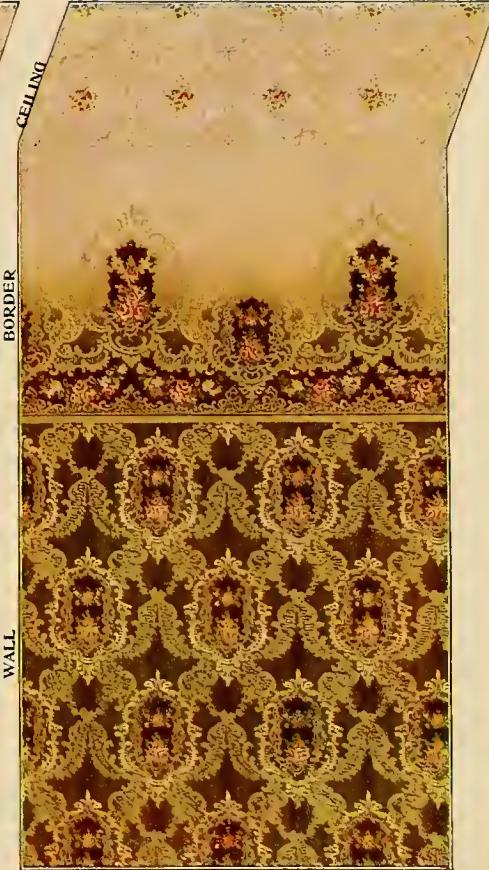
411 Wall. Per double roll..... 18c
 411 Border. 18 inches wide. Per yard. 2c
 412 Ceiling. Per double roll..... 18c

THE CORYDON.



No. 53W425 Wall. Per double roll..... 14c
 No. 53W1425 Border. 9 inches wide. Per yard. 1c
 No. 53W426 Ceiling. Per double roll..... 14c

THE ANTONIA.



No. 53W417 Wall. Per double roll..... 17c
 No. 53W1417 Border. 18 inches wide. Per yard. 2c
 No. 53W418 Ceiling. Per double roll..... 17c

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THE IRENE.



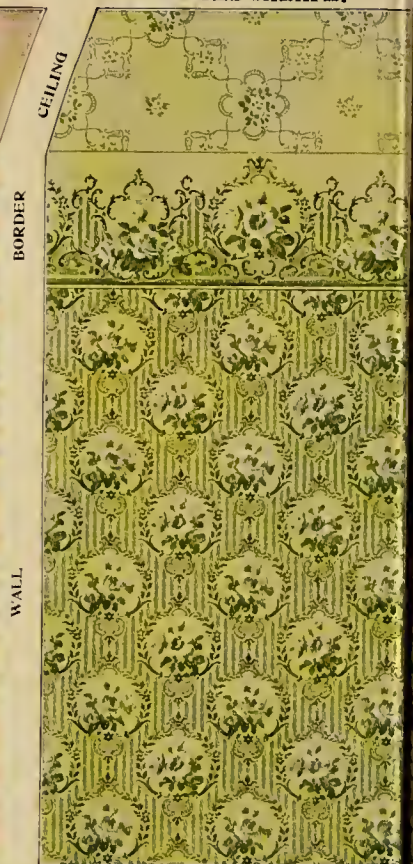
No. 53W407 Wall. Per double roll 9c
 No. 53W1407 Border. 9 inches wide. Per yard. 1c
 No. 53W408 Ceiling. Per double roll 9c

THE ITALIA.



No. 53W431 Wall. Per double roll 20c
 No. 53W1431 Border. 18 inches wide. Per yard. 3c
 No. 53W432 Moire Ceiling. Per double roll 9c

THE SARAPIS.



No. 53W409 Wall. Per double roll
 No. 53W1409 Border. 9 inches wide. Per
 No. 53W410 Ceiling. Per double roll

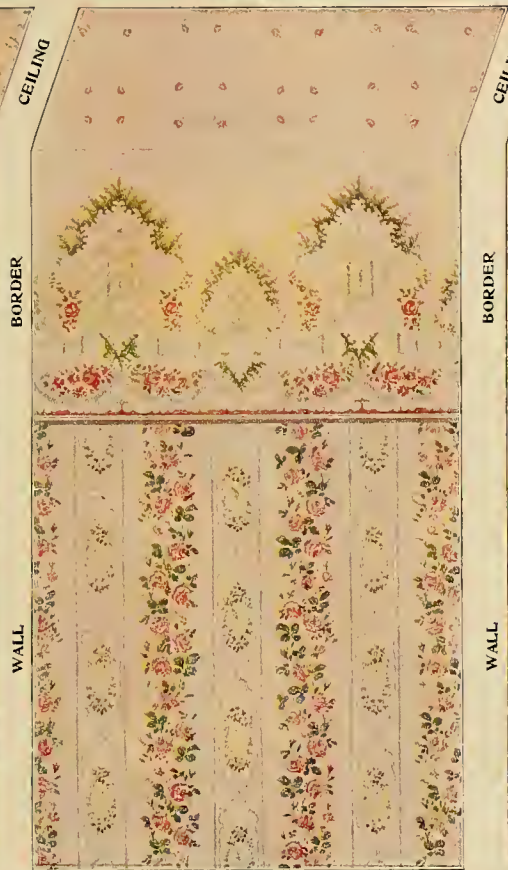
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THE IONIA.

THE MINERVA.

THE VALENTIA.



371 Wall. Per double roll. 12c
 1371 Border. 18 inches wide. Per yard. 2c
 372 Ceiling. Per double roll. 12c

No. 53W369 Wall. Per double roll. 11c
 No. 53W1369 Border. 18 inches wide. Per yard. 1c
 No. 53W370 Ceiling. Per double roll. 11c

No. 53W361 Wall. Per double roll. 14c
 No. 53W1361 Border. 18 inches wide. Per yard. 2c
 No. 53W362 Ceiling. Per double roll. 14c

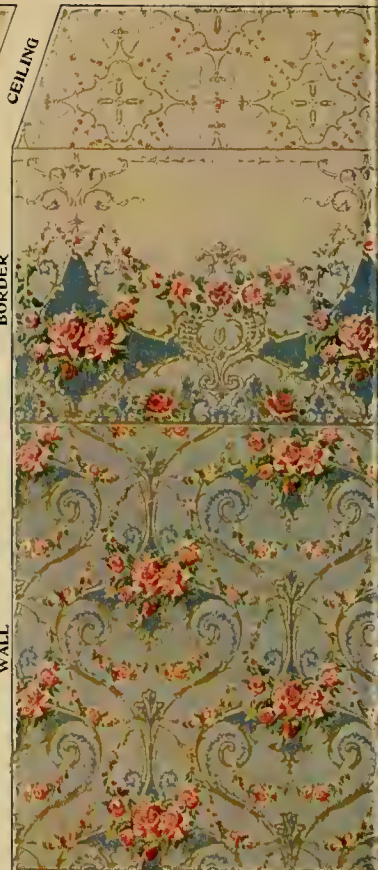
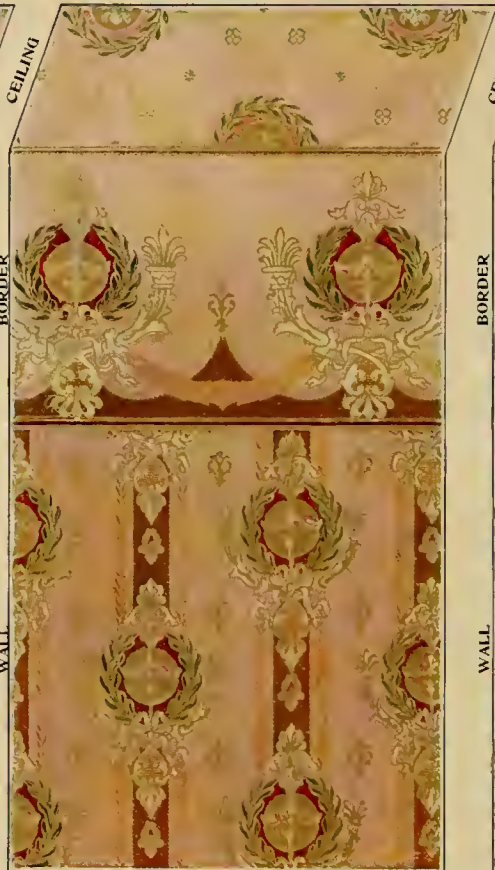
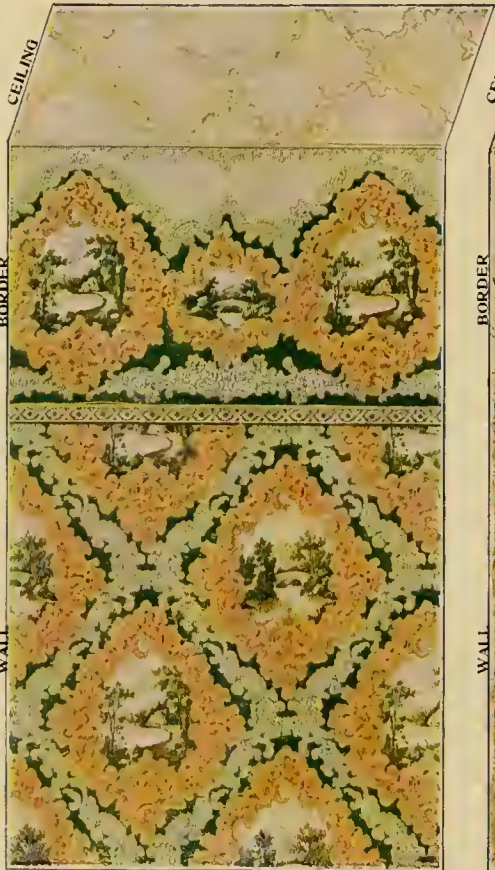
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THE ELYSEUM.

THE ALPHEUS.

THE RALEIGH.



No. 53W435 Wall. Per double roll..... 17c
 No. 53W1435 Border. 18 inches wide. Per yard 2c
 No. 53W436 Ceiling. Per double roll..... 17c

No. 53W395 Wall. Per double roll..... 18c
 No. 53W1395 Border. 18 inches wide. Per yard 2c
 No. 53W396 Ceiling. Per double roll..... 18c

No. 53W421 Wall. Per double roll.....
 No. 53W1421 Border. 18 inches wide. Per
 No. 53W422 Ceiling Per double roll....



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE EULALIA.

A splendid parlor, dining room or bedroom decoration. The background is a fine shade of green, a shade you will not tire of. The design is artistic and pretty and we are sure after the room has been decorated with this paper you will be thoroughly pleased with the decorative effect. The brown design gives the paper that warmness so much desired. Remember, you take no risk in sending us an order for wall paper. We know that we are selling better papers at lower prices than any other house; nevertheless, if you are not thoroughly satisfied after seeing a full roll of the paper, return it at our expense and we will promptly refund your money. Made with an 18-inch border, blending into a light buff ground ceiling, both with decorations to harmonize.

No. 53W 387	WALL.	Price, per double roll.....	13 cents
No. 53W1387	BORDER.	Price, per yard.....	2 cents
No. 53W 388	CEILING.	Price, per double roll.....	13 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W113, Brown Decorated; No. 53W123, No. 53W125, No. 53W128 or No. 53W130, Gilt; No. 53W144 or No. 53W147, Tuscan Bronze; No. 53W162, Cove.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE SCHILLER. This is one of the prettiest creations in a wall decoration. The background is a fine canary yellow, with a cluster of roses in pink, red and brown beautifully arranged. A wide stripe in a warm brown is also covered with small pink and red flowers. You will readily see from this sample that it is a beautiful paper and a very desirable paper for dark rooms. The quality of our papers is the best, being heavier than is used by other manufacturers, and this is an important consideration when purchasing wall paper. Made with an 18-inch border, blending into a lighter buff ceiling. Both border and ceiling are decorated to harmonize.

No. 53W 423	WALL.	Price, per double roll.....	14 cents
No. 53W1423	BORDER.	Price, per yard.....	2 cents
No. 53W 424	CEILING.	Price, per double roll.....	14 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W112 or No. 53W117, Decorated; No. 53W123, No. 53W124, No. 53W125 or No. 53W130, Gilt; No. 53W144 or No. 53W145, Tuscan Bronze; No. 53W163, Cove.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE CLARISSA. The background of this paper is a popular shade and very much in demand for high class decoration. The design is a combination set and floral, making it a suitable decoration for parlors, dining rooms, bedrooms, etc. Very desirable for dark parlors and dining rooms. If a high grade medium colored paper is desired, a paper that will not show dust, we by all means recommend this number. Made with a 9-inch border, blending into a light stone ground ceiling, decorated to harmonize.

No. 53W 393	WALL.	Price, per double roll	14 cents
No. 53W1393	BORDER.	Price, per yard	1 cent
No. 53W 394	CEILING.	Price, per double roll	14 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W122, White and Gilt; No. 53W123, No. 53W125 or No. 53W130, Gilt; No. 53W135 or No. 53W145, Tuscan Bronze; No. 53W165, Imitation Oak Cove; or any Imitation Oak Moulding.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE ALBERTA. This is without question a beautiful paper in a stripe design. The flowers are perfectly colored and in keeping with the heavy gold stripes and other characters. For small parlors or bedrooms it will make a pleasing decoration, especially when used in connection with the drop ceiling style of decoration. Made with a 9-inch border, blending into a white ground silk ceiling with decorations to harmonize.

No. 53W 391 WALL. Price, per double roll **14 cents**
No. 53W1391 BORDER. Price, per yard **1 cent**
No. 53W392 CEILING. Price, per double roll..... **14 cents**

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W112 or No. 53W117, Decorated; No. 53W123, No. 53W125 or No. 53W128, Gilt; No. 53W134, Bisque; No. 53W145, Tuscan Bronze.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE AURORA.

This is a fine red and gilt wall decoration, one of the best shown this season. The design, a floral and scroll, is harmoniously colored and from every standpoint it is an artistic creation in design as well as coloring. This paper will look well in almost any room; it will give the room that pleasant atmosphere, warm and inviting. Our papers are better in quality, which this sample clearly shows, and we are selling them at lower prices than any other house. Made with an 18-inch border, blending into a yellowish green ground ceiling, both decorated to harmonize.

No. 53W 389	WALL.	Price, per double roll.....	14 cents
No. 53W1389	BORDER.	Price, per yard.....	2 cents
No. 53W 390	CEILING.	Price, per double roll.....	14 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W110, No. 53W114, No. 53W115, No. 53W120, Decorated; No. 53W123, No. 53W125, No. 53W128 or No. 53W130, Gilt; No. 53W146, Tuscan Bronze; No. 53W160, Cove; or any Imitation Oak or Georgia Pine Moulding.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE WELLINGTON. A cheerful wall decoration in gold and colored bronzes on a light buff ground. A paper which will make a pleasing decoration in almost any room in the home. The heavy gold stripes appear to be directly on the background, underneath the flowers and scrolls, producing a fine effect. This paper will look well when used in connection with the drop ceiling style of decoration. This is done by omitting the border entirely and having the ceiling paper come down on the wall to the moulding. Heavily embossed on heavy stock. Made with a 9-inch border, blending into a light yellow ground ceiling, both decorated in gold and colors.

No. 53W 367	WALL.	Price, per double roll.....	14 cents
No. 53W1367	BORDER.	Price, per yard.....	1 cent
No. 53W 368	CEILING.	Price, per double roll.....	14 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W113 or No. 53W119, Decorated; No. 53W123, No. 53W124 or No. 53W125, Gilt; No. 53W143 or No. 53W145, Tuscan Bronze; No. 53W163, Cove.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE ROSETTI. The sales of a design similar to this, last season, were enormous. We consider this number even better in design and coloring. The dark red coloring on a medium shade of green ground makes a beautiful contrast, and with the pink flowers and other figures in light colors and gilt, we have here one of the prettiest papers of the season. We have several green papers, but if you are in doubt as to which pattern would please you best, we recommend that you order this paper, knowing that you will be thoroughly pleased with it after received. Made with an 18-inch border, blending into a greenish yellow decorated ceiling.

No. 53W 397	WALL.	Price, per double roll.....	14 cents
No. 53W1397	BORDER.	Price, per yard.....	2 cents
No. 53W 398	CEILING.	Price, per double roll.....	14 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W110, No. 53W111, No. 53W116 or No. 53W120, Decorated; No. 53W123, No. 53W125 or No. 53W130, Gilt; No. 53W161 or No. 53W165, Cove.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE DIANA. A splendid decoration for parlors, dining rooms, bedrooms, etc. Exquisite in design and coloring, a paper you will be delighted with after it is put up. This sample shows the general color arrangement. It would be impossible to picture correctly the appearance of this beautiful paper until you have seen a full roll. We guarantee that you will be pleased with the decoration, or the paper may be returned at our expense and we will promptly refund your money. Made with an 18-inch border, blending into a light yellow ground ceiling with decorations to harmonize.

No. 53W 403 WALL. Price, per double roll.....**14 cents**
No. 53W1403 BORDER. Price, per yard..... **2 cents**
No. 53W 404 CEILING. Price, per double roll.....**14 cents**

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W112 or No. 53W117, Decorated; No. 53W123, No. 53W128 or No. 53W130, Gilt; No. 53W134, Bisque; No. 53W163, Cove.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE DOUGLAS. A showy decoration for halls, libraries and dining rooms. For dining rooms and libraries it is used for the lower half or two-thirds of the room, with a floral or figured paper for the upper half or one-third. This will make a splendid decoration, very attractive and stylish. When used for entire rooms, we suggest that the border be omitted entirely, allowing the ceiling paper to come down on the wall to the moulding. Made with an 18-inch border, blending into a lighter ground ceiling, both decorated in harmony with the wall.

No. 53W 405	WALL.	Price, per double roll.....	15 cents
No. 53W1405	BORDER.	Price, per yard.....	2 cents
No. 53W 406	CEILING.	Price, per double roll.....	15 cents

Any of the following mouldings are suitable for this paper (for descriptions and prices see front pages of this book): No. 53W111, Green Decorated; No. 53W124, No. 53W128, No. 53W130, Gilt; No. 53W139, Flemish; No. 53W144, Tuscan Bronze; No. 53W150, No. 53W151 or No. 53W165, Imitation Oak.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE WESLEY. A large floral design, consisting of yellow roses beautifully shaded on a pure white background. The green leaves and the yellow roses form a beautiful contrast. This is a high class paper, and similar papers made by other manufacturers command high prices. May be used for entire rooms or the upper half or third of dining rooms, with a red ingrain paper or burlap for the lower half or two-thirds. This combination will make a fine dining room decoration and in accordance with good taste. Made with an 18-inch border, with a yellowish pink cross blend. Ceiling has pure white ground.

No. 53W 377 WALL.	Price, per double roll	15 cents
No. 53W1377 BORDER.	Price, per yard	2 cents
No. 53W 378 CEILING.	Price, per double roll	15 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W111 or No. 53W116, Decorated; No. 53W121, White; No. 53W123 or No. 53W125, Gilt; No. 53W145, Tuscan Bronze.

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We can save you from **\$5.00 to \$10.00** on the lot of paint required to paint your house or barn, and furnish you with the best ready mixed paint it is possible to make, because we make the paint ourselves in our own paint factory, and sell it to our customers at the actual manufacturing cost, with one small profit added. Send for our Color Sample Book at once; it is free.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE FLORENCE. An attractive silk wall decoration, rich in gold. A correct decoration for parlors, dining rooms, bedrooms and sitting rooms. Silk effects are largely used for parlors, and always look well. The design is an artistic drawing, and the coloring is perfect in every detail, making it a handsome wall decoration. Made with an 18-inch border, blending into a white silk ground ceiling, with decorations to harmonize.

No. 53W 427 WALL. Price, per double roll..... **15 cents**
No. 53W1427 BORDER. Price, per yard..... **2 cents**
No. 53W 428 CEILING. Price, per double roll **15 cents**

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W121, White; No. 53W122, White and Gilt; No. 53W123 or No. 53W128, Gilt; No. 53W133, Bisque; No. 53W166, Cove.

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About Ordering Wall Paper. After you have figured and ascertained the exact number of rolls required to paper your rooms, it is advisable to add an extra roll of each wall and ceiling and several yards of border. We do not want you to buy more paper than is actually needed, but we make above suggestion, having our customers' interest in mind. You may accidentally spoil a strip, or when figuring you may overlook projections, such as chimneys, etc. Often an extra roll, worth a few cents, may avoid a great deal of inconvenience caused by waiting for additional paper to come on account of shortage.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE MARCIUS. This paper will make a fine decoration for parlors, dining rooms or bedrooms. It is a pretty paper and one we can guarantee will please you. A fair idea may be had from this sample as to design and coloring, but the paper must be seen on the wall to be appreciated. Made with an 18-inch border, blending into a white ground decorated ceiling.

No. 53W 353 WALL. Price, per double roll..... **15 cents**
No. 53W1353 BORDER. Price, per yard..... **2 cents**
No. 53W 354 CEILING. Price, per double roll..... **15 cents**

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W110, No. 53W111, No. 53W116 or No. 53W120, Decorated; No. 53W122, White and Gilt; No. 53W123, No. 53W124 or No. 53W130, Gilt; No. 53W143, No. 53W145 or No. 53W147, Tuscan Bronze.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE MILLARD.

A delicately colored decoration with pure white background. A most cheerful paper for parlors, dining rooms, bedrooms, etc., rich in gold and colors. 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 lower prices than any other house. Send us your order; the risk is entirely ours. If not satisfactory, return the paper at our expense. The ceiling is similarly decorated on white ground. Border is 18 inches wide.

No. 53W 415 WALL.	Price, per double roll.....	16 cents
No. 53W 1415 BORDER.	Price, per yard.....	2 cents
No. 53W 416 CEILING.	Price, per double roll.....	16 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W121, White; No. 53W122, White and Gilt; No. 53W123 and 53W130, Gilt; No. 53W132, Bisque; No. 53W145, Tuscan Bronze.

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Our Free Paint Color Book shows every color of ready mixed house and barn paint which we make in our own factory and sell at about one-half the prices charged by others, under our guarantee that the paint will last longer and cover more surface than any other paint. This color book, together with an instruction book, which contains simple instructions and valuable information on how to use the different paints, will be mailed free to any address on application.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE BRUNSWICK. A high class floral paper with dark scroll artistically arranged and the coloring is such that it is really a most beautiful wall decoration. The design is a floral and the scrolls in gold relieved with a light pearl coloring. An appropriate paper for parlors, dining rooms, etc. Made with an 18-inch border, blending into a light buff ground ceiling, decorated to harmonize.

No. 53W 437	WALL.	Price, per double roll	16 cents
No. 53W1437	BORDER.	Price, per yard	2 cents
No. 53W 438	CEILING.	Price, per double roll	16 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W110, No. 53W111, No. 53W116 or No. 53W120, Decorated; No. 53W123, No. 53W125 or No. 53W128, Gilt; No. 53W145 or No. 53W147, Tuscan Bronze; No. 53W161, Cove.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE CYNTHIA. A beautiful red wall decoration in a set design. An appropriate paper for parlors, dining rooms, halls, libraries, etc. It would be difficult to picture the appearance of this paper on the walls, as this sample shows only a small part of the design; but we guarantee, if a red paper is desired, you will be delighted with it after the room has been decorated. Your visitors will certainly admire the paper. Made with an 18-inch border, blending into a pink ground ceiling, both with decorations to harmonize.

No. 53W 433 WALL. Price, per double roll.....**17 cents**
No. 53W1433 BORDER. Price, per yard..... **2 cents**
No. 53W 434 CEILING. Price, per double roll.....**17 cents**

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W114 or No. 53W115, Red Decorated; No. 53W120, Red and Green; No. 53W123, No. 53W124, No. 53W125, No. 53W128 or No. 53W130, Gilt; No. 53W146, Tuscan Bronze; or any of the Imitation Oak or Georgia Pine Mouldings.

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For interior wood work or outside painting use Seroco Brand Ready Mixed House Paint, the best ready mixed paint on earth. If in need of paint, no matter how small a quantity, send for our free Color Sample Book and instruction book "How to Paint." These books will be mailed free to you on application..



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE CHARITON. A pretty parlor or bedroom paper in a silk effect with soft colorings. The background, a very light green, has always been a favorite coloring. This is a strictly high class paper, made on heavy stock, also heavily embossed. We will accept your order with the understanding, if, after received, you do not find the paper equal to the best 30 or 40-cent paper you can buy, we will allow you to return it at our expense, and we will promptly refund your money. Made with a 18-inch border, blending into a white ground ceiling with similar decorations.

No. 53W 413 WALL. Price, per double roll **18 cents**
No. 53W1413 BORDER. Price, per yard **2 cents**
No. 53W 414 CEILING. Price, per double roll **18 cents**

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W111 or No. 53W116, Decorated; No. 53W122, White and Gilt; No. 53W123, No. 53W124, No. 53W125 or No. 53W130, Gilt; No. 53W133, Bisque; No. 53W145, Tuscan Bronze; No. 53W161, Cove.

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THE CELIA. It is unfortunate that we cannot show you a larger sample of this beautiful paper. Its beauty cannot be described, but we feel justified in saying that a prettier paper cannot be found on the market. A dainty decoration for parlors, dining rooms and bedrooms. We doubt whether as pretty a paper can be had elsewhere at double our price, and it is only by reason of manufacturing the paper ourselves that we are able to quote a strictly high grade paper at the low price of 18 cents per double roll. Heavily embossed. Made with an 18-inch border similarly decorated. Ceiling has white silk ground with decorations to harmonize.

No. 53W 355	WALL.	Price, per double roll	18 cents
No. 53W1355	BORDER.	Price, per yard	2 cents
No. 53W 356	CEILING.	Price, per double roll	18 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W121, White; No. 53W122, White and Gilt; No. 53W123, No. 53W125, No. 53W128 or No. 53W130, Gilt; No. 53W135, Bisque.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE ALEXANDRINA.

A heavily embossed delicate paper in subdued colors, with imitation satin background. The decoration is strictly high class and a favorite with expert decorators. Recommended for parlors, dining rooms and large bedrooms. The design represents a bouquet of poppies surrounded by graceful scrolls produced in white and several shades of green. This sample may not show the entire design, but we will accept your order with the understanding that if not satisfactory after seeing a full roll of the paper we will allow you to return the paper at our expense. The ceiling is also decorated in subdued colors on satin background of the same shade. Border is 18 inches wide.

No. 53W 429	WALL.	Price, per double roll.....	18 cents
No. 53W1429	BORDER.	Price, per yard.....	2 cents
No. 53W 430	CEILING.	Price, per double roll.....	18 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W122, White and Gilt; No. 53W123, No. 53W124 or No. 53W130, Gilt; No. 53W133, Bisque; No. 53W145, Tuscan Bronze; No. 53W166, White Cove.

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Do not fail to read the instructions for ordering in the front pages of this book; it will avoid mistakes, besides giving you valuable information.

READ THIS—It costs very little to paper a room with high grade paper. A large parlor, 14x16 feet, 10 feet high, will require 9 rolls for the side wall, 4 rolls for the ceiling and 20 yards of border, papered with this high grade wall paper will cost the small sum of \$2.78, allowing for four ordinary openings. This is the total cost of the paper, side wall, border and ceiling. Do the work yourself; our complete instructions will help you to do a perfect job and make it a pleasure to hang wall paper.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE HOUGHTON. A heavily embossed neat wall decoration for parlors, dining rooms and bedrooms. An appropriate paper for dark rooms, it will make the room cheerful and cozy. This paper will be particularly attractive when used with the drop ceiling style of decoration, that is, omit the border entirely and have the ceiling paper come down on the wall to the moulding. Made with an 18-inch border, blending in to a buff ceiling, both decorated in similar colorings.

- No. 53W 373 WALL.** Price, per double roll.....**18 cents**
No. 53W1373 BORDER. Price, per yard. **2 cents**
No. 53W 374 CEILING. Price, per double roll.....**18 cents**

Any of the following mouldings are suitable for this paper (for prices and descriptions see front page of this book): No. 53W121, White; No. 53W122, White and Gilt; No. 53W123, No. 53W125 or No. 53W128, Gilt; No. 53W135, Bisque; No. 53W166, Cove; also Imitation Oak or Georgia Pine Moulding.

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE ANGELICA. Our high class heavy gold stripe paper, suitable for large parlors, halls and stores. The roses are beautifully colored; in fact the entire arrangement is beautiful and artistic. A strictly high grade decoration, the equal of papers sold at from 50 cents to 75 cents per double roll. Compare our papers with others and convince yourself of the extraordinary values we are offering this season. Made with a beautiful 18-inch border. The ceiling has white silk ground, decorated to harmonize. Side wall and border are heavily embossed.

No. 53W 399	WALL.	Price, per double roll.....	22 cents
No. 53W1399	BORDER.	Price, per yard.....	2 cents
No. 53W 400	CEILING.	Price, per double roll.....	22 cents

Any of the following mouldings are suitable for this paper (for prices and descriptions see front pages of this book): No. 53W122, White and Gilt; No. 53W123, No. 53W125, No. 53W128 or No. 53W130, Gilt; No. 53W166, White Cove.

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FREE. Our Color Sample Book, showing over 90 different shades of paint we make, will be mailed free on application. We will also send you our book "How to Paint." This book will tell you in plain language how to use different paints with the best results. In our color sample book we show several nicely colored pictures of buildings and the number of gallons of Seroco Ready Mixed House Paint required to paint them. It will show you how \$4.90 pays for sufficient Seroco Ready Mixed House Paint to paint a good sized cottage two coats.



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SPECIAL GILT MOIRE CEILING.

This Moire Ceiling is made in white only. It can be used with any color ingrain or decorated wall paper and make a fine combination. This is the highest grade Moire Ceiling made and pleasing effects may be had with it.

No. 53W19 SPECIAL GILT MOIRE CEILING. Price, per double roll. 12 cents

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

Moire or Independent Ceilings. This represents a sample of our No. 53W16 Moire ceiling paper. The same is made in five tints, pink, blue, yellow, white and green, and can be used as a ceiling paper with nearly every side wall paper that we show in this book. When used with ingrain papers it makes a pleasing combination. Many of our patrons use them for the drop ceiling style of decoration. In the drop ceiling no border is used; instead the ceiling paper is allowed to come down on the four side walls from 9 to 24 inches, according to the height of the room, to the picture moulding, which should be used as an ornamental divider between the side wall paper and the ceiling paper. The figure on all the tints mentioned above is identical with the sample shown. Please state which of the tints is desired.

No. 53W14	CEILING.	White.	Price, per double roll.....	9 cents
No. 53W15	CEILING.	Yellow.	Price, per double roll.....	9 cents
No. 53W16	CEILING.	Green.	Price, per double roll.....	9 cents
No. 53W17	CEILING.	Blue.	Price, per double roll.....	9 cents
No. 53W18	CEILING.	Pink.	Price, per double roll.....	9 cents

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THIS SHEET IS A SAMPLE OF

————— No. 53W30II —————

DUPLEX INGRAIN WALL PAPER

**Duplex Ingrain Papers are plain, with a special
soft velvety finish, and are
furnished in a variety of colors, as listed
on the opposite page.**

**FOR PRICE OF THIS AND OTHER INGRAIN
WALL PAPERS, SEE OPPOSITE PAGE**

DESCRIPTION AND PRICE LIST OF DUPLEX INGRAIN WALL PAPER WITH THAT SOFT, VELVETY FINISH.

Ingrain Wall Paper is a heavy paper of a solid color and made in a variety of shades. A plain paper without any decoration. The borders and ceilings are made on the same stock as the regular wall paper and decorated with flowers and figures and colored to harmonize with the ingrain papers. The illustration shows a plain wall which represents an ingrain paper with the proper border and ceiling. We wish to call particular attention to the quality of our ingrain papers. Duplex Ingrain Papers have always sold at high prices, but owing to our large output of ingrain papers we have been able to secure this quality of paper and give our customers the very best on the market at a price others charge for the ordinary ingrain paper. The back of the Duplex Ingrain has a hard finish, therefore in hanging there is absolutely no danger of the paste coming through, no matter how thin the paste. Duplex Ingrains have a soft, velvety finish, a finish it would be impossible to produce on the ordinary ingrain papers. Ingrains are used in parlors, dining rooms, stores, art galleries, drawing rooms, etc. Where pictures are to be hung, ingrain is generally preferred, because there is no figure or decoration to detract from the picture itself. Ingrain side wall papers are usually put up in rolls 30 inches wide, which makes it very difficult to hang, therefore for the convenience of our customers, we have reduced the width to 19½ inches, the same as ordinary wall paper, and in figuring you will measure the same as for ordinary wall paper. All of the borders are 18 inches wide. We cannot furnish 9-inch borders with ingrain papers.

FLITTER BORDERS.	In addition to our regular borders we can supply Flitter Borders for every color Ingrain Paper. The design is a pretty floral festoon, beautifully colored, and the equal of borders sold at 8 cents to 10 cents per yard. Our price, any color, per yard.....4c
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No. 53W3001	Wall.	Light Yellow. Price, per double roll.....	19c
No. 53W13001	Border.	Price, per yard.....	2c
No. 53W13101	Flitter Border.	Price, per yard.....	4c
No. 53W3002	Ceiling.	Price, per double roll.....	19c
No. 53W3003	Wall.	Light Green. Price, per double roll.....	19c
No. 53W13003	Border.	Price, per yard.....	2c
No. 53W13103	Flitter Border.	Price, per yard.....	4c
No. 53W3004	Ceiling.	Price, per double roll.....	19c
No. 53W3005	Wall.	Light Brown. Price, per double roll.....	19c
No. 53W13005	Border.	Price, per yard.....	2c
No. 53W13105	Flitter Border.	Price, per yard.....	4c
No. 53W3006	Ceiling.	Price, per double roll.....	19c
No. 53W3007	Wall.	Dark Blue. Price, per double roll.....	19c
No. 53W13007	Border.	Price, per yard.....	2c
No. 53W13107	Flitter Border.	Price, per yard.....	4c
No. 53W3008	Ceiling.	Price, per double roll.....	19c
No. 53W3009	Wall.	Dark Green. Price, per double roll.....	21c
No. 53W13009	Border.	Price, per yard.....	2c
No. 53W13109	Flitter Border	Price, per yard.....	4c
No. 53W3010	Ceiling.	Price, per double roll.....	21c
No. 53W3011	Wall.	Pure Red. Price, per double roll.....	21c
No. 53W13011	Border.	Price, per yard.....	2c
No. 53W13111	Flitter Border.	Price, per yard.....	4c
No. 53W3012	Ceiling.	Price, per double roll.....	21c



OUR WALL PAPER
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SEARS, ROEBUCK & CO., CHICAGO