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Salesrooms  
of  
STAUNTONS  
LIMITED**

Address All Correspondence to the Factory and Main Office  
**948 YONGE ST.  
Toronto**

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Building, 591 St. Catherine  
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M. B. and N. S.

Resident Representatives

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60 Edward St., Halifax

# GILT AND GLIMMER

**Christmas Number  
December, 1916**

The cover of this number of *Gilt & Glimmer* was made in the Wall Paper Factory of Stauntons Limited

**Stauntons Limited  
Toronto**

# STAUNTON

## "Ready-Trimmed" Papers

Patented Process

At this time when labor is scarce "Ready-Trimmed" Papers will come as a boon to the Master Decorator, enabling his men to accomplish more work and permitting the employment of mechanics of limited ability without fear of costly mishaps.

To the Merchant "Ready-Trimmed" Papers mean more sales and larger profits, for, by eliminating the labor and worry of trimming, they induce the householder to repaper the home.

Buy Staunton "Ready-Trimmed" Papers, and make more money.

**STAUNTONS LIMITED**

Sole Manufacturers of "Ready-Trimmed" Papers  
Toronto, Canada

## Greetings



May an abundance of Good  
Cheer and Good Fellowship  
be yours this Christmas, and  
may the coming year unfold  
for you a Boundless Store  
of Health and Prosperity.

Stauntons Limited



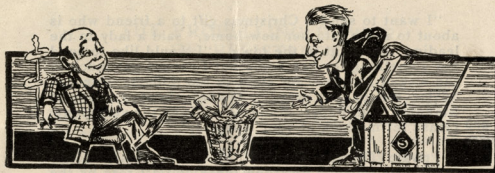




THE APOLLO No. 1117

Independent Tapestry which is shown in various  
delightful colorings.

From the STAUNTON LINE for 1917



GILT AND GLIMMER, DECEMBER 1916

*Devoted to increasing the Dealer's and Decorator's  
sales of Wall Paper.*

## Editorial Whittlings

A Happy Christmas to all!

"For it is good to be children sometimes, and never  
better than at Christmas, when its mighty Founder was  
a child Himself.—Charles Dickens

Do what you are paid to do and "then some." It's  
the "then some" that gets your salary raised.

If you make a point of collecting up to the minute  
you may get the reputation of being close-fisted but  
no one will call you a fool.

The Protestant Episcopal Church of Missouri has  
decided not to attempt to alter the Ten Commandments  
which are not used much in that part of the world any-  
way.

Most troubles are not caused by rogues, but by well-  
meaning bunglers.

"I want to send a Christmas gift to a friend who is about to move into her new home," said a lady to the leading merchant in the town. "I would like to send her something for her home but I cannot get much in the way of furniture for eight or ten dollars. Can you advise me in any way?" "What about a room of Staunton Wall Paper, Madam?" "Why the very thing, please let me look at your samples."

Private Thomas Turnbull, of the Worcester Regiment, was recently awarded the Victoria Cross by the King for exceptional bravery on the field of battle. In the middle of fierce fighting he remained with his officer for three hours under continuous fire from machine guns and bombs, and, although at one time completely cut off, he held his ground and finally carried the officer into the British lines. Before the war he followed the calling of a paper-hanger and painter.

The customer may buy the first time on your advertisements, or because he or she has a high opinion of you and your methods of doing business, but the next time he or she buys on satisfaction or not at all. So offer Wall Papers that are sure to give absolute satisfaction. Staunton Wall Papers will invariably do this as you are probably well aware.

—THE EDITOR

#### ONLY THINK!

ELEVEN hundred shirts for 75 cents, or three for \$2.—Advertisement.

Nobody will hesitate long about which of these offers to accept.—Nashville Tennessean.

Only think of having 1,100 shirts.—Boston Globe.

Only think of having \$2.—Houston Post.

Only think of having 75 cents!—Memphis Commercial Appeal.

Only think of the way the fellow who wrote that little advertisement DIDN'T THINK!

—Associated Advertising.

## THE PROPELLING POWER OF RESISTANCE

It may seem a paradox but none the less it is true that resistance is often the power that causes progress. It is the resisting force of the atmosphere that enables the eagle to soar to its nest in the loftiest mountain peak. By the same token it is the resisting power of the air that lifts the aeroplane with its intrepid pilot to such mighty altitudes that it outranges earthly vision in the ethereal blue. Without this resisting force the bird-man would fall like a plummet as oft time occurs when he happens to transverse a vacuum or pocket caused by conflicting currents of wind. This propelling power of resistance is the force that enables our ships to plough the ocean. The resistance of the water permits the propeller to force the vessel through the very element that obstructs it.

So in our lives the resistance we meet enables us to achieve success. It acts as a fulcrum against which to lean our strength in order to exert our supremest efforts. Archimedes, the great engineer who lived in Greece's palmiest days, was wont to say, "Give me a fulcrum and I will move the world." He was merely asserting that force could be exerted in proportion to the degree of resistance, and by means of a lever resting against a solid resisting point, unlimited power that would even shake the very earth's foundations could be exerted.

In history too, we find that the greatest events took place owing to the resistance to which their coming was subjected. During the approaching Christmas season we may be mindful that in the early days of Christianity it was the very resistance to the new doctrine that was the sap on which the young plant nourished, and the scattering of its adherents by persecution was the means of carrying the faith to the utmost corners of the then-known world.

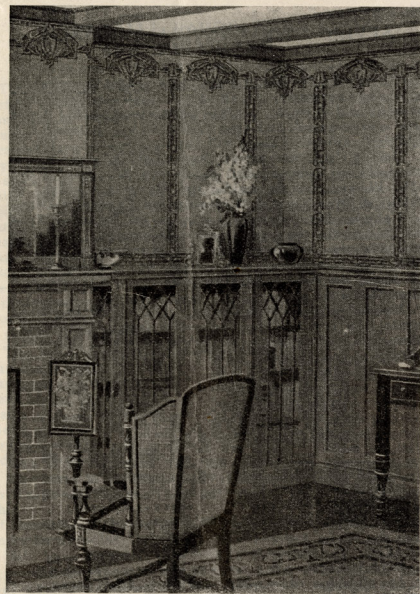


It is said quite truly "Competition is the life of trade." So in our business nothing works for our success like the resisting force of honest competition. It encourages us to efforts such as we would be incapable of if we did not possess the spirit of conquest and achievement. Opposition is the stimulus behind the business that compels us to put forward our utmost strength to overcome that very resisting power that is on cing us forward.

Again in this terrible death-grip of nations it is by the very resistance of our foes that our glorious nation and her Allies will completely triumph. The shameless methods of warfare and the devilish devices introduced by our enemies which were intended to crush us into submission, have been the very impetus by which an unconquerable host of trained warriors have responded to the call to arms. As in the days of Drake, the fiery message of the Empire's peril lept from hill-crest to mountain top throughout the length and breadth of Britain's Isles. Neither can the surrounding waters quench the flame, for it leaps the mighty oceans and flashes its beacon-light over the Dominions beyond. Wherever the Old Flag flies, wherever a band of British souls are gathered together they see the signal of the fiery cross, and each home willingly gives of her best and fittest. The splendors of Greece, Rome, Egypt and all the nations of the past fade into insignificance beside the glorious future of our mighty race. The very strength of the oppressor that was to bleed us white has redounded to our exaltation, and has created a new nation with higher ideals, loftier ambitions and a broader sense of its responsibilities.

#### A BAD OMEN

English Soldier (who has had the mirror of his trench periscope broken by a German sniper's bullet): Look at that, now. There's seven years' bad luck for some bloomin' Boche, and the blighter doesn't even know it.—Sketch.



THE AMPHION No. 1113

Plain Textomeal Weave with handsome "ready-cut" border and strappings.

From the STAUNTON LINE for 1917

## SEVEN—THE MYSTICAL NUMBER

Seven was frequently used as a mystical and symbolical number in the Bible; as well as amongst the principal nations of antiquity—the Persians, Indians, Egyptians, Greeks and Romans. It has been asserted that if you ask several people to name a number between one and ten the majority of them will answer "Seven." Try it!

Gilt and Glimmer  
Greece had her Seven Sages, there were Seven Sleepers of Ephesus and the Seven Wonders of the Old World—the Pyramids, the Hanging Gardens of Babylon, the Tomb of Mausolus, the Temple of Diana at Ephesus, the Colossus of Rhodes, the Statue of Zeus by Phidias and the Lighthouse of Alexandria. Someone has also compiled Seven Modern Wonders, namely:—Wireless Telegraphy, the Telephone, the Aeroplane, Radium, Antiseptic Surgery, Spectrum Analysis and the "X" Rays.

The Bible teems with sevens. There were the seven seals, the seven stars, the seven lamps, the seven-branched candle stick, the seven churches, the seven trumpets and so forth. The first division of time was a week—seven days. The Master multiplied seven loaves and fed the multitude and seven basketfuls remained over, and He told us to forgive our enemies seven times, aye until seventy times seven, which even then lets us out with some of our enemies that we might call to mind. There are seven mortal sins—pride, covetousness, lust, anger, gluttony, envy and sloth, and there are seven principal virtues which are of course so well known to our readers that they need not be enumerated.

Then in Shakespeare we find the seven ages of man and the seven degrees of a lie. There are seven notes in music and seven colors in the spectrum, and the superstition about the seventh son of a seventh son is found amongst all peoples. By the ancients there were supposed to be seventy languages and seventy nations upon earth, and the span of man's life is seventy years. On the whole the numeral seven appears to cut some figure.

## WHY WALL PAPER PRICES ARE ADVANCING

The paper on which "Gilt and Glimmer" is printed is costing ninety per cent. more than it did a year ago. The daily newspapers of the country are paying about double for their material, but the Wall Paper manufacturers are struggling under a greater burden than any trade that uses paper, because they require a grade of stock that has not only greatly advanced in cost but which has to be of absolutely standard quality and weight. In the mad rush of the newspapers both in Canada and United States to secure their requirements, quality becomes a minor factor and the pulp mills find a clamoring market for inferior stock at greatly advanced prices, while the better quality of paper demanded by the Wall Paper manufacturers, which requires more skilful labor and greater care to produce, is only to be procured at very high cost, and is daily becoming harder to obtain at any price.

The price of paper, dyes and labor, the three most important factors in the cost of Wall Paper production has risen enormously. The cost of coal too is beyond all bounds and likely to go higher. Wall Paper Prices have risen as a consequence but not commensurately. Instead of raising the prices of Wall Papers in proportion to the increased cost of production, manufacturers have been cutting their profits.

The cost of paper is the most important factor in the production of Wall Paper and especially true is this in regard to the cheaper papers where the proportion of the cost for the paper stock to that of the other raw ingredients is far higher.

We have found it compulsory therefore to make a general advance in our prices. We would remind our customers however that this new schedule of prices by no means adequately compensates us for the increase in cost of all raw ingredients that enter into the manufacture of our products, and even now Wall Papers



have advanced less in price than very many classes of manufactures. The result of this higher schedule of prices will doubtless rebound to the benefit of the Wall Paper Dealers, enabling them to eliminate the very low priced goods on which there is little or no profit at any time, and enabling them to place their business on a higher plane with more artistic results and greater monetary rewards as their compensation.

## CAPTURING NEW TRADE FOR CANADA

Under the auspices of the Department of Trade and Commerce there was recently placed on exhibition at the Convocation Building of Toronto University a collection of merchandise that was manufactured for their export trade by the nations of Europe with whom we are at war. The object of the exhibit was to introduce to Canadian manufacturers the various kinds of merchandise that had been supplied by our enemies that might now be produced by Canadian firms.

On casual inspection the goods for the most part reminded one of the contents of a junk shop and not a particularly flourishing junk shop at that. A manufacturer present on hearing a disparaging remark uttered by another visitor in regard to the poor quality of the wares, stated that "they were cheap." They appeared so—cheap and nasty.

It may have been the policy of German manufacturers to supply for their export trade to their over-seas possessions exactly what the people asked for, and this to some extent doubtless is an excellent method to follow. It is certain however that it was not the intention of the Teutons to educate these uncivilized peoples to better things than what they had always been accustomed to. The Hun propaganda was not one of enlightenment.

Let us examine some of these articles that were shown. There were enamel wash bowls and rice dishes of very poor workmanship and adorned (?) with Chinese pictures, which were intended for use in the

former German territory of Kiaochow, China. There were bill-hooks and sickles for the Kameruns that would come in just as handy for a head-hunt as for cutting brush and grain. There were spades for Togoland that would do for tomahawks just as well as for agricultural implements. There were garments of dreadful design and coloring with as much "cut" about them as is possessed by a grain sack. There were strings of beads in poor imitation of amber and bright stones. There were bonnets, wooden-wares, shawls, pipes, laces, locks, electrical fixtures and a thousand and one articles all of the roughest and cheapest manufacture. There were some Wall Papers too, but they were hopeless.

Now surely the dusky ladies of Togoland would prefer garments that fitted properly if they could procure them. The African agriculturalist would sooner plant his potatoes with a regular spade. If he wants to practice cannibalism let him get up-to-date and buy a Ross rifle with which to stalk his quarry. Brother Chinese too would doubtless use cooking and washing utensils of good design and workmanship if he could get them.

You will find that people are very much the same the world over no matter what their color, their creed or their customs. They are all anxious to advance if they are given an opportunity to do so. A colored local preacher recently died who had been a cannibal king in his youth. The ambition of everyone, if they are of any service in the world, is to advance. If people of our own country are shown only the cheapest Wall Papers they will of course buy this kind only. But on the other hand if they are shown a carefully selected assortment of higher grade goods they will purchase these with avidity, will repaper their houses oftener and will be far more happy and contented in the improved conditions of their homes.

A fresh mind keeps the body fresh. Take in the ideas of the day, drain off those of yesterday.

Bulwer-Lytton

## OVER-SEAS WITH ONE OF OUR SOLDIERS

Under date of Sept. 26th, Signaller J. Taylor, 134th Batt., C.E.F., writes us from Bramshott Camp, Hants, England. He says in part:

"We arrived in Halifax on Aug. 8th, and boarded H.M.T. Scotian, one of the old Allan liners. Our fleet was comprised of H.M.S. Carnarvon leading and four transports each about a quarter of a mile behind each other—Scandinavian, Scotian, Metagama and Cameronia. Our signallers were, on instructions from the escort, immediately told off for duty on the top bridge, where I spent most of my time the way over, keeping up communication between our own and the other transports. We had one six-inch gun and four machine guns on board all ready for business; also the life boats were swung over the side all the way over, and could be manned in a few minutes as the troops had drill every day in this connection.

On Aug. 17th a convoy of five destroyers met us and one took charge of each vessel of our fleet. It was then a case of every ship for itself, and the others, being much faster than ours, were soon far ahead and completely out of sight in three hours. All the time our destroyer kept speeding off one way and then another to examine any ship she was doubtful of. The next day the pilot came aboard after which our escort bid us good-bye. We disembarked the next morning in Liverpool and entrained for Bramshott Camp.

I obtained six days' leave two weeks after our arrival here. This I spent in Scotland seeing various points of interest, also a number of things in the line of military preparation which certainly surprised me, but which I am not at liberty to tell of at present.

With reference to the recent air raids, I happened to be spending the last week-end in London and during the early hours I was awakened by the crashing of the guns and the glare of search-lights. I dressed hurriedly and got out to see the sights. It was like a great firework

display, shells bursting far up in the air. When first located, one of the Zepps was almost immediately above Waterloo station but after a few minutes she dived below the glare of the lights and was lost for almost half an hour. When she was finally located, she paid the penalty and came down a mass of flames. After breakfast I walked all the way down to Brixton where most of the damage was done. In one case a house was completely demolished, another the front wall was blown out leaving the paintings suspended to the upper parts of the wall left standing, in another case a hole five feet deep was torn in the front garden, still another part further on where the bomb hit the roadway was left for blocks without a whole window glass and dozens of store fronts were reduced to matchwood. Numerous fires broke out but were quickly got under control. Each time a raid occurs all troops are aroused and ordered to dress in case of emergency. This gets rather tiresome especially as we have never been needed.

Our Battalion has been inspected three times lately; first by General Sir Archibald Hunter; then by General Sir John French, and lastly, yesterday, by Sir Sam Hughes, also by the colonel and adjutant of our sister Battalion, the 92nd.

Everything at present points to an early departure for the front of our battalion, which we expect will not be broken up but sent as a unit."

Anybody can keep up. It is those who keep ahead that attract attention. It is to no man's credit that he trails along with the profession; the fellow who goes out in front, whether plodding his way through the forest or in the conduct of a business, is the fellow to be commended.—Personality.

Medium: "The spirit of your wife is here now; do you wish to speak to her through me?"

Widower: "Yes, I do. Ask her where the dickens she put my winter underwear."



# EMPLOYEES OF STAUNTONS LIMITED NOW SERVING KING AND COUNTRY

Lieut. Richard H. Joyce, 58th Batt., C.E.F.  
 Lieut. L. N. Noble, 15th Batt., C.E.F.  
 Sergt. J. A. Fraser, 20th Batt., C.E.F. Wounded.  
 Sergt. H. Holden, 54th Battery, C.E.F.  
 Corp. G. J. Coombes, 23rd Reserve Batt.  
 L. Corp. A. H. Young, 15th Batt., C.E.F. Pr. in Germany  
 L. Corp. L. R. Bolton, 169th Batt., C.E.F.  
 Pte. C. Craig, 36th Batt., C.E.F., Wounded.  
 Pte. A. Lawrence, 2nd Essex Regiment, Invalided.  
 Pte. R. Smith, 4th C.M.R., C.E.F.  
 Pte. H. J. Burrell, Princess Patricia's Light Infantry  
 Pte. E. Carleton, 58th Batt., C.E.F.  
 Pte. W. Churchouse, 35th Batt., C.E.F.  
 Pte. C. L. Hickman, 37th Batt., C.E.F.  
 Pte. W. Geary, 2nd Batt., Can. Pioneers, C.E.F.  
 Driver Herbert Ball, 34th Battery, C.E.F.  
 Pte. J. Marshall, 123rd Batt., C.E.F.  
 Drummer B. A. Platt, 123rd Batt., C.E.F.  
 Bugler W. Williams, 123rd Batt., C.E.F.  
 Pte. W. Peck, 123rd Batt., C.E.F.  
 Pte. B. McFadden, 123rd Batt., C.E.F.  
 Pte. Thos. Southby, 126th Batt., C.E.F.  
 Pte. Robert Madgett, 127th Batt., C.E.F.  
 Pte. Arthur Veary, 127th Batt., C.E.F.  
 Gunner Robert Walter, 47th Battery, C.E.F.  
 Gunner B. Carey, 48th Battery, C.E.F.  
 Pte. E. Edwards, 169th Batt., C.E.F.  
 Pte. J. Hutchinson, 169th Batt., C.E.F.  
 Signaler Jas. Taylor, 134th Batt., C.E.F.  
 Trumpeter A. Matheson, 52nd Battery, C.E.F.  
 Gunner J. L. Christiani, 52nd Battery, C.E.F.  
 Pte. Gordon Hunt, 216th Batt., Bantam C.E.F.  
 Pte. S. H. Berry, Q.O.R., Home Defence.  
 Pte. Louis Fournier, 201st Batt., C.E.F.  
 Pte. F. Cameron, 201st Batt., C.E.F.  
 Pte. E. Gutsell, 234th Batt., C.E.F.  
 Pte. F. Bauckham, 216th Bantam Batt., C.E.F.  
 Ptes. G. Giovani, S. Angelo and F. Cardell called  
 to Italy for service.

# WHY PRESENT STYLE PAPERS ARE FAVORED

From The Wall Paper News.

There is more than mere fashion back of the popularity of the present styles in Wall Papers—they are in favor because they meet the requirements of to-day.

As the rooms of most houses and apartments nowadays are comparatively small, a paper showing a strong pattern all over the walls would be oppressive in many rooms. The unobtrusive small all-over pattern or stipple side wall paper gives the necessary sense of space, while the cut-out border and the narrow decorations used with it supply the enrichment required.

Covering the wall from baseboard to ceiling with a plain paper was tried, but it left much to be desired. It was simply because the cut-out decorations with comparatively plain side-wall papers meet the requirements, that this type of decoration was so readily received and has continued to grow in favor.

The idea has been developed in many ways, particularly in the direction of panelling. One of the things that has commended this type of decoration most strongly is the opportunity it affords the decorator to create different treatments for different customers from the same decorations by using them differently. If the conditions met with in each case are taken as a starting point and the cut-out decorations are used thoughtfully, the result is a room treatment that is not only different, but that has character and is good from a decorative standpoint.

Though tapestry wall papers have been in favor for a considerable time, it is only lately that they have acquired their present remarkable vogue. The reason for this seems to be that people have awakened to the fact that a fairly large-scale all-over pattern may be used with great success on the walls of a room of average size, providing the pattern does not show insistent or hard figures but an indefinite mass of tones that breaks the plainness of the wall without being assertive. The

verdure tapestry paper answers this description and, when made in subdued colorings and indefinite renderings, it does not reduce the apparent size of the room, nor does it seem to crowd the room or to introduce any note of confusion. It makes a most interesting wall covering. Tapestry papers are beginning to be used in a greater variety of rooms than formerly.

**Gilt and  
Glimmer**

There seem to be several reasons for the firmly established position that fabric-effect papers have secured. In the first place, they give a pleasing sense. We naturally associate ideas of warmth, comfort and protection with clothly surfaces. Perhaps there is a lingering, subconscious memory of the early days, when the houses of our ancestors had stone walls that were almost always dripping with moisture and unpleasant to touch, when there were chinks and crannies in the walls and about the window-frames, and fabrics were hung on the walls and draped around the windows to offset these conditions. The intrinsic beauty and interest of fabric effects count heavily in their favor. The pleasing way in which a fabric over-print or fabric embossing tones down a pattern and enriches and softens it, giving the paper greater body and worth, probably accounts for much of the popularity of wall-papers treated in this way.

Another type of wall papers which has begun to make headway is seen in the stipple wall papers. This is apparently the outgrowth of the painted wall idea, but it offers certain obvious advantages over stippling in paint directly on the wall. With stipple paper it is possible to know beforehand exactly how the stippling will look, while if the work is done on the wall its success is dependent upon the preparation of the surface and upon the skill of the man who does the work. Another thing that commends the stipple wall paper is the fact that the decorations needed to relieve the barrenness, which is the greatest artistic fault of the plain painted wall, can be had in stipple paper to match. The use of stipple paper and border decorations to match is much less expensive than hand stenciling and hand stippling on the wall.

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## Two Popular Features for 1917

### TAPESTRIES

in a number of novel designs of exceptional merit, colored in the most pleasing fancies, which, by the aid of new methods of manufacture, form an unprecedented collection of exceptional beauty and interest.

### NEAR-PLAIN PAPERS

in numerous weave and textile effects which are enriched with "ready-cut" borders and strap-pings in an array of exquisite conceptions and winsome colorings, and in which are introduced the latest ideas of manufacture.

## STAUNTONS LIMITED

Wall Paper Manufacturers

TORONTO - CANADA