

richer colors are not adapted, so that the new line is also strong in papers which run from white through all the shades of blue, grey and cream, etc., to the deepest tints.

The firm realize the demand for bright, attractive papers which can be sold profit-

be sold at 5c. a roll and upwards. In fact, surprising values are shown in these ungrounded goods, some grades having been reduced as much as 1c. a roll. In grounded white blanks are a number of pretty patterns which can be retailed as low as 5c. and there appears to be no doubt that such exceptional value has not previously been offered to the trade. Mention can be made here in speaking of white blanks and glimmers that there is a very perceptible improvement in the lustre of the glimmer papers.

A new feature in the glimmer papers this season are the special color and glimmer effects in patterns above the ordinary, all printed on 12-ounce stock, and which will command a good profit to the dealer. The majority are shown in deep grounds, dark blues, reds and greens, for instance, and have clouded and blended friezes to go with them. One pattern, No. 1149, is shown in two colorings, one on a dark olive green ground, the other on a rich brown, both with blended friezes, and worthy of special praise. In gilt papers also there has been a material reduction in price, and some very pretty designs in attractive colorings can be retailed from 6 or 7c. upwards.

As before, borders and ceilings in combination are shown throughout the line, and special attention has been given to blended borders, and in addition to the one band blends the firm are showing this year blends in two bands, and also a very large number of handsome cloud effects. These, one observes, accompany all grades of glimmers, gills and ingrain papers. The Messrs. Staunton are able this year to give very superior goods in these blends, as they have put in new machinery for the special purpose of manufacturing them, and now claim with confidence to have work equal to the best turned out anywhere.

While looking over the embossed papers our attention was called to the emboss (for which a new machine has been put in), which is an improvement, adding to the general effect of this grade of goods.

As the patterns are turned through and prices quoted one cannot but notice the marked reduction in price, the firm being prepared to meet all competition and at the same time give good value, for in reducing prices they have not interfered with the intrinsic worth of the various papers in the new line.

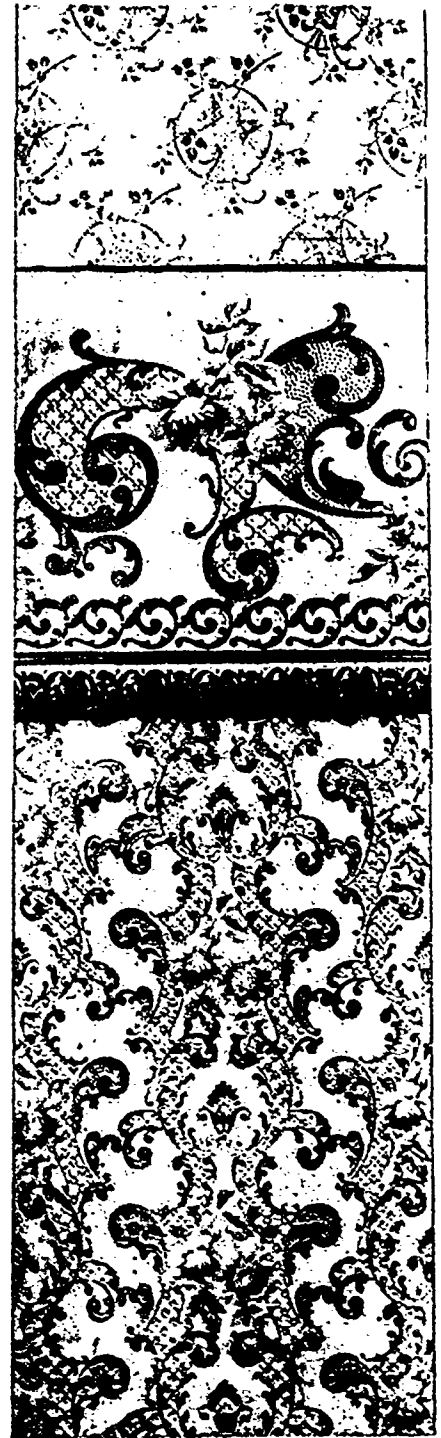
SOME OF THE NEW PAPERS.

In looking over the sample books many bright ideas and captivating patterns caught the eye. In grounded blanks which can be sold at 5c., one pattern, namely 1186, is very pretty, and is shown in two or three tasty colorings. Another, No. 1134, suit-

ed for halls, is in blanks and gilt, and will be a good seller sure. A pansy design in several colorings is an exceptionally attractive paper at the price. In turning through the white blanks one sees many attractive patterns, but space hardly permits one to go



Combination No. 1200.
One of M. Staunton & Co.'s New Designs



Combination No. 1202.
One of M. Staunton & Co.'s New Designs

ably at a low figure, and among the cheapest grades this season are to be found a number of those bright colorings which proved successful sellers last year and which, with variations in new patterns, are seen again in a liberal selection. Among these are a number of glimmer effects, that can

into details, and the dealer will soon have the opportunity of inspecting them for himself.

Among the 10 and 12 ounce gills No. 1228 is a handsome pattern for a parlor or, in the richer colorings, for a dining room. It shows an Empire wreath with the scroll