

still adhere to the high-priced foreign goods for their best trade.

The 1906 offerings are simpler, if anything, than last year's product. Last year there was a tendency to introduce what might be termed "freak" boxes. Odd shapes, with numerous drawers and other contrivances, were shown. This year it would appear as if more attention has been directed to beautifying the standard shapes. By this it is not meant that there are no novel shapes, but that there are fewer of them.

In decoration, holly is, of course, the prime favorite. It always lends itself to attractive purposes and is always appropriate. The colors are artistic and showy at one and the same time.

Floral decorations are always in order. Violets, daisies, carnations and lilacs are the favorites. Female heads are also used to advantage. On the juvenile boxes pictures are frequently introduced.

Fabric papers are used almost exclusively for filling. The vogue of this style of paper continues unchecked, and apparently there will be no cessation in the demand for it for some time to come. In envelopes there is an absence of novelty, the wallet-flap continuing in favor.

#### AN INEFFICIENT SERVICE.

**D**URING the past two weeks complaints have been heard in many quarters of the failure of the express companies to deliver consignments of goods expeditiously. No doubt the companies have had their hands full carrying the fruit crop, but by this time they should know how to deal with that problem. It is not a good reason to adduce for a failure to live up to their contract. When a shipment is delivered to an express company and payment is made, the company is under an obligation to carry that shipment at once to its destination.

During the past two weeks school openings have been held and goods have been ordered in a hurry, oftentimes by telephone or telegraph. Wholesalers have done their part and delivered the goods promptly to the express companies, expecting that the shipments would go through by first train. That the carriers did not do their duty was evidenced by the deluge of letters, telegrams and messages received by the wholesalers, asking why goods were not shipped. In towns, where competition is keen, it can readily be understood how aggravating the delay would be.

The express companies will have to improve matters in their own interests. Their existence depends largely on promptness, and unless they can be depended on to forward shipments at once, shippers will have to look for a more expeditious carrier.

#### THE AUTUMN PUBLISHING SEASON.

**F**ROM now on the Fall books will appear thick and fast. There seems to be no diminution in the number promised. If anything, the list is a little fuller than usual, though it must be noted that some publishers have

materially reduced the number of their Fall books. To our mind, this would seem to be a wise policy. Concentration of effort on a few first-class books appears to be more advantageous than selling a longer list in which the good books are overshadowed by the mediocre.

A noticeable feature this Fall is the number of Canadian books announced. We will not refer to them at any length, as particulars will be found elsewhere, but we would urge booksellers to pay special attention to them. There are enough to make a good showing at any rate, and this will enable dealers to specialize on them. A Canadian table or a Canadian window or a Canadian corner, is worth trying, and we feel sure that publishers will give every assistance to those booksellers who evince a desire to make special displays.

There are several particularly strong books this Fall, which will soon find places among the best sellers. The publication of books by Ralph Connor, Sir A. Conan Doyle, Marie Corelli and Charles G. D. Roberts, are always events in the book world. Each of these authors has a novel ready this Fall.

Though fiction makes up the greater portion of the list, yet works of a more serious nature have by no means been neglected, and we find many handsome art books, books of description and travel, gift books, etc., ready for the holiday trade.

#### THE STEADY METHOD OF MERCHANDIZING.

**T**HE merchant who adopts a policy that is calculated to give him a high standing as to reliability—and the term embraces a good many essential qualities—is on the road that will lead him to success, with the greatest amount of satisfaction and the fewest number of grey hairs. And this brings us to the conclusion that the steady method of merchandizing is the best. The direct result is the acquirement of a reputation, which represents that element in a business known as good will, and which, if given a capital value, would show big dividends.

On the other hand we have the man who erects his business structure upon the uncertain foundation of "scare" sales—the term "scare" is borrowed from daily newspaper vocabulary, in which it is applied to head lines of the blatant, sensational variety. He may build high—and, doubtless, often does—but at no time has he acquired any standing with the public that has an appreciable quality of permanency about it. He holds his trade just so long as he continues to hand out bargains, and loses it just so soon as someone steps in with a little better bargain proposition than he has been offering. Cheap prices, not quality at commensurate values, form the keynote of his advertising, and the only way in which he can get the people into his store is by always having bargains to hold out as an attractive force. When reliable goods are desired, and quality is the paramount consideration, the stores that have applied themselves to the up-building of reputations for uniform reliability get the trade.