

A NEW PAPER-MAKING MATERIAL.

A large tree is found in Mexico, but more especially in the State of Tabasco, known as the Jocolin (*elaeocarpus Americanna*) Majagua, or pea-tree. It grows with such rapidity that it is really dangerous to fields living waste. Hitherto, the fiber obtained from the bark of this tree has been used for merely making cordage, its power of resistance being equal to that of hemp. Of late, however, trials have been made with this fiber, by the paper-mill at Belem, near Mexico, to use it in the manufacture of paper, and a successful result was obtained. In texture and color, "Jocolin" paper very much resembles parchment, and is far superior to rag-made papers. In all probability, "Jocolin" will soon be included in the raw materials used for making paper, and, thanks to its polish and fineness, it will, doubtless some day play an important part in the manufacture of tissues.

On a space of one hundred and five acres, 29,086 trees can be cultivated. Each tree produces five pounds of fiber, making a total of 145,430 pounds, which, sold at the rate of \$32 per 2,000 pounds, bring in a sum of \$2,300, which shows a profit, after allowing ten per cent interest upon a capital of 2,000 piastres (\$1,600), working and transporting the fiber to San Juan Bautista (for exportation), 1,886.36 piastres (\$1,500.) The cultivation is exceedingly simple, consisting merely of two or three weedings per annum. At the end of two years the tree is ripe for the market; it is cut down, the bark taken off, and steeped in water. After soaking for eight days, a simple washing suffices to lay bare all the fibers.—Geyer's Stationer.

RETAILERS' COMPLAINTS.

It is hard for the wholesalers to avoid giving offence to everybody, but some houses might go farther than they have done, in courtesies to the retail trade.

They make their living from the retailers and hence should treat them squarely, that is, as generously as possible.

The Rose Publishing Co. publish a line of Copy books that will sell to the public at \$4c. a dozen, and to retailers at 63c. per dozen. Now consider that each copy book must be sold separately, wrapped up, and change made. All this for 21c. profit on twelve copy books, perhaps twelve sales! Then, of course, there is the freight to be considered, the packing, drayage &c., and moreover there is no cash discount on these goods. Wholesalers who expect retailers to make a profit at such discounts, must be very short sighted. It is very unfair for a wholesale firm to take all the profit from the retailer just because the line of goods is authorized by the Education Department, and consequently, the dealers must have them.

Another instance seemingly more unjust, is the new line of Drawing books, published

by the Canada Publishing Co. The wholesale price is 45c. per dozen, and they retail at 5c. each, leaving a margin of 15c. per dozen. These profits are too small, to expect merchants to pay their just debts. But the plan on which many wholesale houses seem to work is to get all they can from every body, in order to make up for the losses on account of the failure of those who are squeezed out by small profits.

The book firms, last fall, began to give the retailers 25 per cent. discount on readers instead of 20 per cent., an advance which must certainly be placed to their credit.

Some dealers are complaining of some of the actions of that enterprising concern, the Methodist Book and Publishing Co. This firm advertises largely, especially through its own publications, and it invariably adds to the body of the advertisement "Send direct to Wm. Briggs, Toronto." Now this concern is making large profits out of the retailers, and if they would change this stereotyped form, by adding "for sale at all booksellers" or "order through your bookseller," they would command a greater respect among dealers generally. But on the contrary, they take and receive retail orders, which is fair enough in a way, but they also seek retail orders which is unfair. For example, by ordering a bible direct from Wm. Briggs Toronto, you may have your name stamped on in gilt letters, but the advertisements say nothing about the possibility of the same privilege being obtained by ordering through the retailer. Again on their Sunday School publications, they allow a discount of 8 or 9 per cent.: while American firms selling similar publications give about 20 or 25 per cent.; the firms referred to are such as David C. Cook, Chicago, and the Sunday School Times, Philadelphia. Then

the retailer has generally to half up this discount with the Sunday School from which he receives the order.

A number of other instances might be cited where wholesale firms are dealing somewhat unfairly, but these are the most prominent examples and the sooner the wholesales remove the beam from their eye, the better for their reputation.

OUR TRADE EXCHANGES.

The Fancy Goods Graphic, New York, is one of our new exchanges. Its articles are well written and instructive to the fancy goods dealer.

The United States Paper Maker is a live weekly, published in New York in the interests of paper dealers, paper makers and dealers in wood pulp. Its editor never sleeps.

The American Paper Trade and Wood Pulp News, New York, is a welcome visitor. Its columns are replete with news and information.

The American Stationer is growing in size and improving in its matter. It contains a vast amount of information and seems to have found high favor among its patrons.

GAMES, TOYS, ETC.

Zepo is without a doubt a most wonderful novelty. The object is by blowing through a small tube to send Zepo on to a swing suspended a few inches above him. Zepo revolves at an alarming rate, and can only be caught by very skilful handling, or rather, we should say, blowing. Anyone can see at a glance how beneficial this is to a person affected with weak lungs. It is a great lung strengthener, and at the same time is highly amusing.

A NEW MUSIC BOOK.

TRIUMPHANT SONGS No. 3

By E. O. EXCELL.

Numbers 1 and 2 have given such satisfaction that we are sure Number 3 will be equally as successful. It contains Songs for the Sunday School, Hymns for the Church, Solos for the Gospel Singer, Quartets for the Choir, Responsive Readings, Orders of Worship. Everything needful and helpful for Divine Worship.

Price \$3.60 per dozen, express not paid; 35c. each by mail, post-paid.

TRADE SUPPLIED.

WILLIAM BRIGGS,

Publisher,
Toronto