

## Business Changes

E. Lefort & Co., importers of French fancy goods, Montreal, have dissolved.

Mrs. M. E. Stokes, books and stationery dealer, Toronto, has assigned to G. R. Austin, Toronto.

The stock of Mrs. B. F. Stephens, fancy goods dealer, Strathroy, Ont., was destroyed by fire. Insured.

J. McIntosh, dealer in fancy goods and stationery, Port Elgin, Ont., has sold out to Geo. M. McLaren.

T. W. Nye & Co., fancy goods and stationery dealers, Toronto, have assigned to Hugh Caldwell, Toronto.

E. Bannister, stationer and druggist, Brampton, Ont., has assigned to Townsend & Stephens, Toronto.

Messrs. Kenner Bros., having sold out their business in Woodstock, have returned to their old stand in Bowmanville, putting in an entire new stock of stationery, fancy goods, books, wall paper, notions, etc., etc.

### A CASE WHERE ADVERTISING PAID.

There is one printer in this city—I shall call him Doffs, but Doffs is not his name—who practices what he preaches, and who has found that his gospel is the right sort and full of saving grace. His theme, first, last, and all the time, is:

"ADVERTISE."

Like the good evangelist, he sets the proper pattern and, as a result, believers are added to "the faith" every day. He has a great and growing business, and there is no better known printer in these parts. His five job presses are never idle. But things were not always so prosperous with Doffs.

Eight years ago the job printing establishment (?) of Doffs contained only a packing case—used as a table—a very ancient chair, and a lithograph of Mary Anderson. No type, no press, no paper, no ink! Yet Doffs' sign was out and he awaited the arrival of his first customer. Fifteen days flitted away and no man had darkened his door. Was not his sign out? Well, yes, it was out; but it didn't slap a fellow on the shoulder and say, "Here is Doffs, the printer." No, no! The sign was a very dumb thing, and Doffs knew it. He wanted cards to circulate,

he wanted his sign in the newspapers; but card stock cost money, and the newspapers did not print advertisements for nothing. Alas, poor Doffs was dead broke! In fact, bread was getting mighty scarce at Doffs'.

"Advertising pays," meditated Doffs, "and, if I could only 'work' the newspaper, I think I'd get along." An idea struck him—it was bold, it was rash, it was fraudulent; but there was bread to win, and affairs were desperate with my friend. He sat down and penned four copies of the following, and mailed them to the four leading newspapers:

**PAINFUL ACCIDENT.**—Little Johnnie Card-board, a press-feeder in the office of Doffs, the printer, No. ——— street, caught his hand in a Gordon press yesterday and was badly mashed. Perhaps it will have to be amputated.

The item appeared in each of the papers in the morning. Before noon a benevolent looking lady entered Doffs' office and ordered some nice cards for a church festival.

"How's the boy?" said she.

"Boy? What boy?" responded Doffs, unguardedly.

"Why, the boy that got his hand in a press."

"Oh, excuse me, madam. I am 'most crazy over the affair. He's getting along nicely, thank you. The doctor thinks he can save the hand."

"Good," said the woman, "here is a dollar for the little fellow," and the good woman departed. Let us hope that if this kind lady ever reads this she will be charitably disposed towards my friend, as that dollar went to buy bread and meat for a family that needed just such sustenance.

From that day Doffs began to thrive. He soon had types and presses of his own, and through cards and newspaper advertising is one of the best known job printers in Western New York.—Joseph Henderson, in the Press and Printer.

### CARD SHUFFLER.

A device for shuffling cards consists of a long narrow box or case having obstructing ribs placed across it at intervals, whereby a portion of the cards may be stopped, allowing those upon the top to slide over and be afterward followed by the others in such a manner as to intimately mix or shuffle them.

The exterior case has a length of something more than four times of that of a pack of cards and is of a width sufficient to allow the cards to lie within the case and slide easily from one end to the other. The depth of the case is considerably greater than the thickness of the pack of cards, and it is closed from end to end. It desired, the top may be closed by a transparent covering so that the cards may be easily seen, or it may

have an open slot through which the cards may be seen. At intervals along the bottom of this case are fixed the interrupting strips triangular in shape and secured to the bottom of the case at intervals a little greater than the length of a pack of cards, so that smooth inclined or V shaped surfaces are presented by each of these obstructions.

One end of the device is left open, so that the cards may be easily introduced, and from this end to the base of the first triangular stop is fitted an inclined bottom to facilitate the introduction and removal of the cards. The closed end may be made plain, or it may form a double incline with the apex toward the interior of the case, so that the ends of the cards will strike when they are allowed to slide from the entrance to this end, and this opens or separates them, so that those following will slide in among those which have just arrived.

The operation will then be as follows: The cards being introduced into the case face downward and lying upon the bottom, the case is tilted so that the cards will slide. The lowermost of the cards, striking against the first obstruction, will be checked, while the uppermost ones will slide over and fall into the second space or depression, the lowermost of these being again checked by the second obstruction, and so on until the top ones have arrived at the end of the case. The inclination being sufficiently increased, the others will then start and slide over the obstructions and be mixed with those at the end of the case. By placing the hand over the open entrance end the cards may be allowed to slide back to this end, the same operation again taking place, and by allowing the cards to slide a few times from end to end it will be found that when they are taken out they are very thoroughly shuffled and mixed up.—American Stationer.

### BUSINESS CHANCE.

**WANTED**—A YOUNG MAN WHO THOROUGHLY understands the business, to take an interest in and the management of a retail stationery store. Good chance for the right man. Capital required \$2,000. Owner has other business. Address, Stationer, care P. O. Box 1906, Montreal.

**BOOK, STATIONERY, AND FANCY GOODS** business for sale, in Portage la Prairie, Man. Doing a good business and will be sold on easy terms. Building can be leased for any period. For particulars apply to "Portage," care BOOKS AND NOTIONS, Toronto.

**AN OLD ESTABLISHED BOOK, STATIONERY, and Fancy Goods Business**, (with Bindery attached), situated in one of the cities of Ontario, is offered for sale, owing to the ill-health of the proprietor. Goodwill and lease of present commodious premises may be had, or stock would be sold at a per centage. Address "Stationery," care BOOKS AND NOTIONS, Toronto.

**A SPLENDID CHANCE.** The stock of a Wholesale and Retail Book and Stationery concern, established for over forty years, is offered for sale at 50 cents in the dollar on cost. The stock has been bought very low for cash, or imported direct, and is well assorted and in the best condition. Any credit wanted will be given on satisfactory security. Address BOOKS AND NOTIONS, Toronto, for further information.

We pay Special Attention to Orders received by wire.

**BUNTIN, GILLIES & CO., Hamilton.**