

THE USE OF A MAILER.

MANSFIELD, O., March 24, 1897.

American Type Founders' Co., 27 William St., New York:

The Horton mailer which we purchased from your Cleveland branch, we are pleased to say, is quite a decided success. We find it is less liable to get out of repair, responds more promptly and enables the operator to do fully a third more work than with any other mailer we have ever used in this office. The Horton mailer is very much all right. Very truly yours,



THE NEWS PRINTING CO.,
W. S. Cappellar,
President and General Mgr.

[The Horton mailer should, on its merits, supplant all other mailers. It makes addressing a pleasure. Every publisher, unless it is one who is too hard up to be economical, can afford to discard the mailer he uses, even if it cost more than the Horton, the price of which is \$20 net in the United States and \$25 net in Canada. You can buy from Toronto Type Foundry or Miller & Richard.]

CANADIAN WOMEN JOURNALISTS.

A correspondent asks how many women journalists are now employed on Canadian newspapers. Perhaps some reader can give a full list. There are several ladies who furnish society news to the daily papers, but this is with them more a pastime than a regular occupation; for instance, Mrs. Gibson for The Mail, Mrs. Simpson for The Montreal Star, etc. There are also writers like Jean Blewett, who live by the pen but are not regularly on the staff of a paper. Those best known as regular members of newspaper staffs are Mrs. Watkin ("Kit"), Toronto Mail; Mrs. Willoughby Cummings, Toronto Globe, who is a member of the Canadian Press Association; Miss Lawson and Miss Merrill, Toronto World; Mrs. Atkinson, ("Madge Merton"), Montreal Herald; Miss Freeman, ("Faith Fenton"), now doing gallery work for The Toronto News, and who, after the demise of the late Empire, conducted The Ladies' Home Journal; Mrs. Denison, ("Lady Gay"), of Saturday Night; Miss Durand, literary critic of The Globe.

THE RENFREW MERCURY.

The Renfrew Mercury has purchased a complete new outfit of type from Toronto and looks well in its spring costume. It is, if possible, better printed than before and the change is an improvement, although The Mercury has always had a clean, natty, readable appearance that betokens careful and experienced control. The Messrs. Smallfield are good examples of how a weekly journal can be made influential and respected.

THE PRINTED ENVELOPE IDEA.

The plan adopted by Buntin, Gillies & Co., Hamilton, of supplying printers with sufficient envelopes, printed and ready for distribution to the consumers, has proved a great success. A number of the best offices in Canada have distributed the samples and are reaping the reward.

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