

Associated Board has the prince of Wales for chairman and is composed of great musicians like Sir Alexander Mackenzie and Sir Arthur Sullivan. The fees go to pay expenses, for no one connected with it receives any remuneration. In fact, the Government give an annual grant to forward the work they are doing.

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The following Toronto gentlemen have been incorporated by Dominion letters patent as the "Highway Advertising Co., of Canada, Limited," with a capital stock of \$75,000: Messrs. J. F. Ellis, J. K. McCutcheon, T. Milburn, J. H. C. Willoughby, J. T. H. McKay, of Alvington, and C. S. Hotchkiss, of Port Huron, to "manufacture, erect and maintain signs, boards, print books, bills, papers, pamphlets and other advertising devices, and to engage in the general business of advertising, the operations of the company to be carried on at the city of Toronto, and elsewhere throughout the Dominion of Canada." Signboard advertising may pay in England, where millions of people remain unreached by newspapers, but, in Canada, where everyone reads a paper, sign and street advertising has to be very expensive and catchy to attract the eye.

#### NEW AND HANDSOME PREMISES AT WINNIPEG.

THE TORONTO TYPE FOUNDRY CO., LIMITED'S NORTHWESTERN BRANCH.

From The Winnipeg Tribune, August 13.

THE large three-storey brick and stone block on Owen street, almost immediately behind the post office, which was formerly occupied by The Rublee Fruit Co., and latterly by The Manitoba Produce and Commission Co., has, for the last two months, been undergoing extensive alterations, to make it suitable for the requirements of the large and growing business of The Toronto Type Foundry Co. This company for many years were located on Portage avenue, but found it necessary, from increasing trade and a desire to be more centrally located, to move into larger and more commodious premises, which resulted in the purchase of the present block by the company some three months ago.

Since that time a complete change has taken place, the building having been remodelled from top to bottom and made thoroughly modern in every respect. A reporter of The Tribune, on his usual hunt for information, attracted by the changed appearance of the building, dropped in to have a bird's-eye view of the interior, and, being accosted by Mr. Crome, the manager, was cheerfully invited to take a walk through. Newspapermen are naturally anxious to see what is going on in their own line of business. No better place can be found for getting such information than at an establishment of this kind, where everything new in the printing business is kept in stock.

The first floor of this handsome three-storey block is occupied by the business office and a very complete stock of printers' supplies sufficient to fill an order for a complete printing office plant without a moment's delay.

That such is indeed a fact was illustrated a few days ago when an order was received for an outfit for the new paper which has just started at Morden, The Empire. The order was received at one o'clock p.m. and the whole outfit, press, type, galleys, stones, chases, etc., was boxed and ready for shipment at 3.50 p.m., or just two hours and fifty minutes later,

a record unprecedented in Canada, if at all equalled by the large American foundries.

The second floor will be devoted to paper stock, and will be filled about September 15 with every requisite, both in quantity and quality, required by the trade.

The third floor is occupied exclusively by the ready-print department. This branch has grown to such proportions that a new Cottrell press, with all the modern improvements, and a two revolution Campbell book press have just been put in to meet the demands of the trade.

This important department of the company's northwestern branch has more than doubled its output since March last, and the firm are pleased with the success of its enterprise in this line.

The number of papers supplied has increased from 24 in the middle of February to 57 at the present time, but in glancing over a copy of the ready-print as supplied to country publishers by this firm little wonder was expressed at the marked success of this branch of the business, the paper from a news standpoint being superior in many respects to some of the large city weeklies, the latest telegraphic news being published in condensed form up to the date of each issue, making the reading matter more desirable than if taken in full from the daily papers.

J. C. Crome, the manager, claims that with his recent improved appliances he will leave no stone unturned nor spare either pains nor money to keep their ready-print far in excess, from a news standpoint, of any of their competitors. At the present time no other print begins to compare with it, a strong proof of this being the large increase in the numbers of papers supplied during the last few months. Mr. Crome, on being questioned about the engraving department, stated that their work in this line was highly pleasing to other patrons, so that with increased facilities and a much larger volume of business prices have been made more reasonable than ever, and all cuts or illustrations supplied on the shortest notice.

Mr. Crome is a hustler, and believes in whatever is worth doing is worth doing right. And this principle will be applied in every branch of the business, from the roof to the cellar, so that patrons of this establishment may rely on being well treated, and the confidence of the general public gained by their honest, straightforward business methods.

#### COPYRIGHT OF NEWS TO BE TESTED.

The law as bearing upon the copyrighting of news is to be put to the test by The New York Sun, which has brought suit against The New York Press Co., Limited, in the United States Circuit Court, for \$50,000 damages for infringement of copyright in the publication in The New York Press, of July 22, of General Garcia's letter of recommendation. The Sun claims this letter was printed exclusively in its first edition and was copyrighted, and that The Press appropriated the matter from the first edition of The Sun.

The best way to answer the man who comes into the office and informs you that he can get The Kansas City Star, a much larger paper than yours, for 25c. a year, is to good-naturedly say to him: "All right, sir; if you hanker after that brand of cheap literature, you certainly have just as much right in this free country to indulge your peculiar preferences as I would have to feed myself and family on Missouri dried apples, rather than pay you a fair price for your fine, juicy, luscious Rambos and Jonathans."—M. H. Beck, Kansas City.