

THE ADVERTISER'S NEW HOME

The Advertiser feels that there is no need of an apology in presenting to its readers some idea of its new home and of the interior economy of it. It does so with considerable pride and satisfaction, feeling justified in the claim that it now has one of the very finest homes in the Dominion, certainly the finest, both in respect to its building and its plant, in Western Ontario. In the 40 years of its existence The Advertiser has developed its plant from a single hand press, housed in an unpretentious shop, to its present fine equipment. It has multiplied its size, circulation, advertising and influence. It has fostered and quickly utilized all improvements of the telegraph, telephone and camera, Press Association facilities, typesetting machines, printing presses and every item of perfect mechanical equipment to facilitate the collection of news, the setting of the type, the printing of the papers and their distribution to the public. This notable development of The Advertiser is elsewhere described in detail. The time that The Advertiser was in the building it has just left was marked by satisfactory advancement. It was the first paper in any place west of Toronto to install a Bullock-Webb press, with a stereotype outfit. The Advertiser was the first newspaper west of Toronto to abandon typesetting by hand and install linotype machines. It has always been in the lead; the progress of the paper has been linked with the progress of the city; their histories have gone along side by side.

With this description of the new home of The Advertiser an endeavor has been made to convey to the general public, with pictures and letter-press, some idea of the workings and the production of a great daily newspaper. Subscribers to a newspaper accept the printed sheets which come to their homes each night and rarely think of the truly marvelous system by which it is possible for it to go to them in the form that they receive it. Very few of them have been in a building where a newspaper is printed, but even a visit to one would give only a shallow surface impression of the intricate maze of departments, the work of which results finally in the

printed pages that are read each evening. It is only by minute subdivision of labor that a daily can now be printed. The modern newspaper office, with its astonishing mechanical equipment, presents a remarkable comparison with the simple plants that papers had in the first existence of them in this country. Perhaps in nothing else has the evolution that has taken place in the past half century or less been so strikingly shown as in the making of a newspaper. In that time the work has changed from the most primitive methods to the most complex and elaborate. Then the news of the outside world was weeks old before it was put in type, when it was set by hand, each letter being picked up and put in place separately; now the type is set by intricate machinery, which, by an almost perfect system of news-gathering, is set into motion to describe within a few minutes after they occur, the important events that take place throughout all the world. Small hand presses have given way to the wonderful printing presses, the perfection of mechanical ingenuity, that are used today. In every one of the multitude of departments into which the work of producing a newspaper is divided, there is evidence of the great changes that have been made in newspaper methods. In the new building of The Advertiser these improvements are seen in their newest form. The entire plant has been renovated, and made in keeping with its magnificent home. Everything in it is up-to-date. The equipment is the best, for the purposes of The Advertiser, that it is possible to procure. The facilities for the co-operation which is essential to produce a newspaper in the end, are the result of the expenditure of much money and the exercise of much thoughtful discrimination. There is no greater line of industry in this city than in the various departments of The Advertiser, and in its new home every worker in every department will be able to get better results from the high pressure activity which exists from the first minute the power is turned on until the press seizes the news-laden forms and rushes out the papers that are to go to its thousands of readers.

As mentioned above there was good opportunity for some one to start a live evening paper, which would keep the people well posted on the American war and give them, as well, local and general news. The first number came out Oct. 28, 1863, and was very unpretentious in appearance. So small was it that a rival establishment called it a "bantling." The "bantling," however, soon found public favor. Much interest was taken in it from the very first. Every copy was eagerly obtained the night of the first issue. Mr. J. W. Jones bought the first copy, and a large number were sold. The boys that evening scattered hundreds of The Advertisers about the city, the little double sheet about eight inches square having been run off on a hand press. Everyone was anxious to see it, and altogether it was quite an event in London's history.

MAGNIFICENT HOME OF THE ADVERTISER OF TODAY

Building Is Distinctly Creditable to the Paper and the City.

Complete Accommodation Provided for all Departments.

The new building, which is situated on the south side of Dundas street at numbers 191 and 193, is one which adds

the light of day enters through scores of windows.

The frontage of the building is 40 feet, while it extends in depth to a distance of 130 feet, with a lane along the side. Of the ground floor space, 18x46 feet is given up to a store at the eastern side of it. The balance leaves 21x46 feet for The Advertiser office, and the rear 84 feet is given up to the hall for the side entrance, the circulation

to the business manager's office. This its oak woodwork and its murene glass windows has a decidedly finished appearance. The same applies to the advertising manager's office, which is at the rear of the main office proper. It is reached by passing along between the counter and the six large windows on the west side of this part of the building. This advertising manager's office is also nicely finished with like glass and woodwork. The ceiling also, of the business office, is paneled in quarter-cut oak and a pleasing effect is given to this part of the interior by an arrangement of dull incandescent electric lights. The rest of the fittings of the business offices are of a modern and rich style.

In the southeast corner of the office is the vault. The idea of permanency is without doubt embodied in the construction of this part of the office furniture. It is well built in regard to safety and also as commodious as the business of the office requires.

THE PRESSROOM.

The pressroom, in which the press, which is further on described, is located occupies a space of 30 by 22 feet. On the ground floor, between this room and the business offices, are situated the distributing room and the entrance corridors, while along the east side and at the rear is the paper storage room. In the latter room is a trolley system by which the huge rolls of paper are brought into the pressroom and deposited at the proper place.

The stairway is opposite the side entrance ascending at the rear of the business offices. This leads to the composing room, which extends the whole width of the building, 40 feet, and provides all the space required for the composition of the newspaper, running

back as it does a depth of 70 feet except for that part cut off by the stairs and the light court. The machines, or Linotypes, as they are called, are placed on a raised platform at the west side of the room and at the rear of the proofreader's office.

JOB DEPARTMENT.

There are a couple of small rooms immediately at the rear of the composing-room and located on the west side. These are the cloak-room and the motor-room. Behind these and extending the full 40 feet again in width and the larger part of it having a depth of 54 feet, is the Job department. Here, as in all the mechanical parts, there is every facility for turning out the best work in the most economical and labor-saving manner. There is an abundance of natural light, and in case of necessity there are ready numerous incandescent lights. There is no crowding so that there is no hindrance one to another among the workmen. A feature of this room is the new job press which is further mentioned below. The room includes a commodious office for the foreman of the job department.

EDITORIAL ROOMS.

On the top story is the editorial department. The frontage is divided into three equal rooms of 18x15 feet each. Ascending the stairway on the eastern side of the building one comes to the reporters' room. The next of the three rooms is that of the telegraph or news and city editors, and the last or the one at the west end is the office of the managing editor. Across the hall from the last of these offices is the library. Back of this is the office of the Weekly Advertiser editor, and at the south end of the top story is the illustrating department. The third floor has a depth of 46 feet and in the balance of the space not occupied by the rooms already mentioned are a couple of mail-

PUTTING NEWS INTO TYPE IS A WONDERFUL PROCESS

Marvelously Ingenious Methods Have Been Adopted.

Work of Many Departments Converge in Composing Room.

Since the time when The Advertiser was established, now nearly forty years ago, most marvelous have been the changes that have come over the methods by which the paper has been set up and printed. More wonderful than the advances that have been made in the presses of that day has been the means of setting up the type. The typesetting machine was a thing little dreamed of in those days, and it was not until comparatively recent years that the Linotype was invented. Its introduction into the newspaper offices of the world has entirely revolutionized the business.

It is in the composing-room, where these wonderful machines are located, that the "copy" finds its way into cold type. Here all that is written by the editor, the reporter, the contributor, the telegraph operator, or the advertisement writer, is set up and arranged in the order in which it is to go into the paper. The Advertiser's composing-room is one of which it is proud. Everything has been arranged to save time, the cases and the machines being placed so that no one is in another's way. The composing-room is situated on the first floor, as has been described above, and is a large and commodious one. At the front and on the west side are situated the "stones" or the tables where the paper is "made up," meaning that the forms are locked up here ready for the press. Next to these tables is the office of the proofreader, and also on the west side, on a raised platform, are the Linotype machines. These machines are so placed that the operator sits with his back to the windows and gets the benefit of all the light on his copy, that is before him. Opposite the Linotypes are the men who set headings. They have separate cases where they work. The men who set "ads" have their double row of cases on the eastern side of the front of the composing-room. The equipment is very complete, and the facilities in the new building have been greatly improved in the matter of composing. The staff is sufficiently strong to carry on the work of the establishment and is composed of competent men. The foreman has three assistants, and the balance of the staff consists of four Linotype men and three assistants, who attend to the clearing of the type and the arranging of the galley; one machinist, two head-line setters, and four men who set up advertisements only.

The copy from the editorial room above is passed down the chutes to the foreman of the composing-room.

This chute is located at the side of the city editor's desk, while another chute is conveniently arranged, so that matter can be sent up from the business office to the editorial rooms. The foreman of the composing-room, who receives the copy when it comes down, distributes it among the typesetters to the best advantage. The long articles are cut into sections called "takes," and given to different men. Thus, while one man would take perhaps 25 minutes to set a column of matter, five men, each setting one-fifth of it, would finish it in five minutes.

THE OLD METHOD.

The Good Old Days When Type Was Set By Hand.

Before the introduction of machine composition, which has become general only during the last decade, all typesetting was done by hand. A larger number of employees was necessary, as the work was slower and more laborious. Up to the time that the first Mergenthaler linotype was placed in use by a newspaper, it was universally conceded that nothing in the way of invention could ever supplant hand composition. The compositor and everyone else who gave the question thought were of the firm belief that human hands, directed by the mind, must for all time to come place on end the "leadens messengers of thought," and that the reading public would ever be dependent upon the hand compositor.

The object of this part of this article is to show in a concise way the development of composition and printing during the two-fifths of a century of the existence of The London Advertiser, and to do this it will be necessary—not uninteresting, perhaps—to describe briefly the old method of setting type. Each compositor had to himself a stand, on top of which were two pairs of cases. A pair consisted of an upper and lower case. In the upper case were the capital letters of the type used for reading matter. Small capitals, diphthongs, printing signs and fractions also had respective representation in the upper case. The lower case contained the smaller letters (technically called "lower-case" letters in consequence), figures, commas and points, spaces to put between the words, "quads," etc. The cases were really wooden trays, divided into boxes.

LETTERS PICKED OUT SEPARATELY. The lower case was arranged, not alphabetically, but so that the letters most used would be nearest the compositor's hand, and have the largest compartments, an ingenious arrangement for saving labor. With his copy before him, and provided with a metal instrument, called a "stick," the compositor picked up the necessary letters to form words and sentences. Each line was carefully spaced out to fit accurately into the stick before proceeding to the next line. This was the one great thing that was supposed to stand

HISTORY OF FORTY YEARS TOLD BY THE ADVERTISER

First Edition of the Paper Was Printed in 1863.

From a Small Beginning It Grew Rapidly in Favor.

Forty years ago the 28th day of October of this year, the first issue of The Advertiser saw the light of day. There was nothing pretentious about the little sheet, but it was destined to play an important part in the history of London, and since that time has made rapid strides, until today it is printed in one of the most modern and fully equipped newspaper buildings in the Dominion of Canada.

The history of the inception of The Advertiser is an interesting one, and those who are living today and who were in this city at that time, will remember with what interest, approaching curiosity, the paper was launched and the circumstances that led up to the establishment of it.

POPULATION ABOUT 10,000.

In those days London was not the city it is today, but it was an important place. Eight years before the starting of The Advertiser, London had received its charter, when it was dubbed the "Forest City," because it was situated "in the woods." The year 1863 found the City of London with a population of about 10,000, though the people claimed 14,000. At that time the council of the city was having most lively proceedings. The sensation of the year was an assault committed by the mayor, the late Frank Cornish, upon Major Bowles, which led to the withdrawal of the British garrison from London. The military took Bowles' part and a complaint was sent to headquarters. An order withdrawing the troops was made, and early the next year they were taken away. The year 1863 and the few years following were marked with many events of interest to the people at that time. Some idea of the prime condition of London may be gleaned from the

fact that at this time London had only five constables, each getting \$250 a year, and the chief who headed this force received the magnificent sum of \$300. Early in 1864 forty citizens were sworn in to act as special constables at fires, the regular force being unequal to a task of this magnitude.

AN EVENING PAPER'S OPPORTUNITY.

It was in this year of the birth of The Advertiser that the American civil war was at its most exciting period, and the war news was eagerly looked for and read with avidity. London then had two morning papers, in name only, the Free Press and the Prototype. Neither of them received the midnight telegraphic reports. They went to press usually about midnight, and as a consequence were little better than evening newspapers published the following morning. There was an open field for an evening newspaper, and Mr. John Cameron was enterprising enough to establish one.

The establishment of The Advertiser came about in this way: Rev. J. H. Robinson, who was previous to this time the editor of the Evangelical Witness, the organ of the New Connection Methodist body, started a job office in connection with the paper at the old stand on Dundas street, about where the Parisian laundry now is. The work became too heavy for him, and one day he engaged Mr. John Cameron to take charge of the Evangelical Witness office for him. A few years before this a daily paper had been started by Mr. Thomas Evans. This was the Daily News, which, under the editorship of Mr. Moncreiff, was soundly Liberal. The News, however, collapsed about 1862, and the office and plant with which it was printed reverted to Mr. Robinson, who either owned it in his own right or held it as trustee for the New Connection Methodist Church in Canada. The Evangelical Witness had been printed there and it became necessary to make new arrangements for its publication. It was then that Mr. Cameron applied for the position and his offer was accepted by Mr. Robinson. A short time after Mr. Cameron had taken charge, Mr. Robinson proposed that the former should buy the plant, paying therefor by printing the Evangelical Witness. Then Mr. Cameron decided to publish a daily paper. Such was the genesis of the London Advertiser.



Houghton
Rt. Co.
Crown

Carson Photo.

The New Home of the London Advertiser.

MET INSTANT FAVOR.

The paper met with instant favor and so successful was this attempt to supply the people with live news that the managers of a morning paper then in existence rushed out another evening sheet to try and counteract the influence which the newcomer seemed to become possessed of so suddenly. The evening edition of the morning paper fell flat, for public sentiment was unanimously on the side of The Advertiser. In a very short time the Telegraph, as it was called, was abandoned, and when it ceased publication it left the whole field to The Advertiser. The morning paper was not furnished with a service sufficient to satisfy the people of that time who were so interested in the affairs of the United States, as well as their own affairs.

The Advertiser was at that time printed on a Hoe drum cylinder press and the power was supplied by a steam engine.

It was in the paper's early days that its managers introduced what was then a novelty, the newsboy, and this was the means of the disposal of the papers each evening greatly increased the circulation.

Gradually The Advertiser grew from the unpretentious five-column paper of four pages to what it is today, and as time went on the plant kept improving, so that the paper became to be recognized as one of the leading Canadian dailies.

to the creditable appearance of London's main thoroughfare. Standing as it does with its three story front elevation of an architecture of the Renaissance type and built of gray stone, it is an imposing structure. The material is known as Indiana gray stone, being brought from the state of that name. The Advertiser is the only building built of this stone in this city. The new King Edward Hotel in Toronto, and a few other important structures in this country have been built with this Indiana gray stone, which is a handsome material.

In accordance with the demands of modern newspaper methods, the building has been constructed with a view to supplying every facility needed in the different departments. It is first of all, spacious. The arrangement is in due proportion to the requirements and the whole place is well supplied with natural lights. This last feature is an important one, and one which figured prominently in the plans. On one side is a light court from the bottom to the top over which there is a large sky light. As well as providing light, this court serves as a means of ventilation. There are three other sky lights than the one mentioned, while

THE BUSINESS OFFICE.

The business office is one of the most up-to-date offices in the city. It has a high ceiling and has windows of good proportions in front and side, the finest plate glass being used for them. In the front are two mammoth panes and the oaken door with its panels of glass. The door opens at the west wall into a vestibule of modern style, its sides consisting chiefly of glass and its floor of handsome tiling. As one enters, the first official come to is the cashier, whose place is at the round corner of the counter, which is of the finest quarter-cut oak. In front of the cashier is a handsome railing of galvanized copper. This is the material used wherever a railing has been placed, and it matches well the woodwork, all of which is of quarter-cut oak. Then from the vestibule to the wall on the east and along in front by the windows is a resting bench handsomely finished. The counter leads past the cashier towards the east side