

What you should know

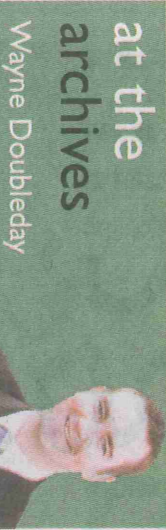
■ The CSU Regional Archives is open Monday to Friday, 9am to 5pm. Located in the Blakemore Building at the South Campus of the university, access can be gained via College Avenue or Hely Ave.

■ Members of the public are welcome to visit the search room, where professional archival staff can assist with enquiries. For those people unable to visit the archives in person, staff can provide a research service for straightforward enquiries for a fee of \$55 per hour, including copying and postage.

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Read all about it

Wagga's newspaper set to turn 140



at the archives
Wayne Doubleday

This October will mark the 140th anniversary of *The Daily Advertiser*.

The first issue of the *Wagga Wagga Advertiser* was released on the October 10, 1868, for the price of six pence.

What many people don't know, however, is that *The Daily Advertiser* was not Wagga's first

newspaper.

The Wagga Wagga Express has this honour, predating *The Daily Advertiser* by some 10 years. First published on October 30, 1858, it continued until its demise in 1939.

The longevity of *The Daily Advertiser* has been quite remarkable, given that it has outlasted all competitors, of which there have been quite a few over the span of 140 years.

Through the 20th century competition was particularly strong in the 1950s and 1960s. *The Evening News*, owned by Australian Consolidated Press under Sir Frank Packer, began publication in 1954.

This is the newspaper that Tom Lennon first came to Wagga to work on as a process engraver.

In 1955 Lennon took up work as the first full-time press photographer for *The Daily Advertiser*.

The Evening News lasted until about 1957 and was followed in Wagga by the *Riverina Express*, published from April 1958 until September 1963.

The Wagga Wagga Advertiser was co-founded by two wealthy local pastoralists, Auber George Jones and Thomas Darlow, while the first editor was Frank Hutchison, an Oxford graduate.

These men believed that the growing prosperity and importance of the Wagga district required greater representation in the press.

The paper would aim to give proper importance to the subject of agriculture and to be devoted to people from all socio-economic levels.

The first editorial on October 10, 1868, stated: "We have come to the conclusion that a district far removed from the great centres of population, and from the seat of government, but comprising a variety of interests all needing support, encouragement, and an intelligent interpreter of their wishes and their wants requires two things.

"It requires a public journal willing and able to be the organ of all these various interests, and it requires that that journal, while representing all these interests, should also be independent of all... The one end of our existence will be the welfare of the community with whom we have this day so confidently cast our lot."

Originally *The Wagga Wagga Advertiser* was only published bi-weekly on Wednesdays and Saturdays, and would consist of only four pages.

By February 1880, the paper was published tri-weekly on Tuesdays, Thursdays and Saturdays, due to popular demand.

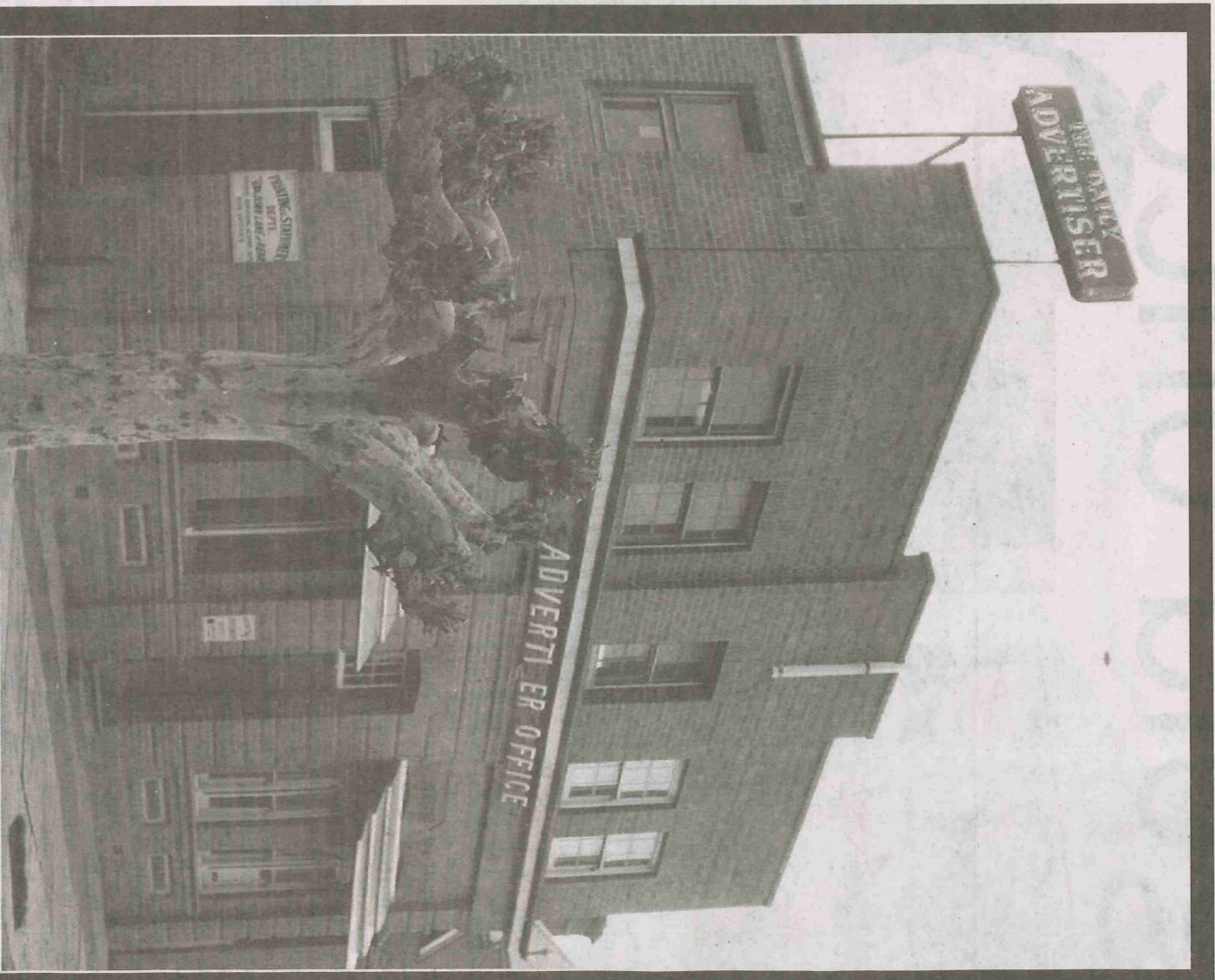
In 1881, the paper was reduced in price from six pence to two pence, to make it more affordable.

The paper finally became "daily" on January 1, 1911.

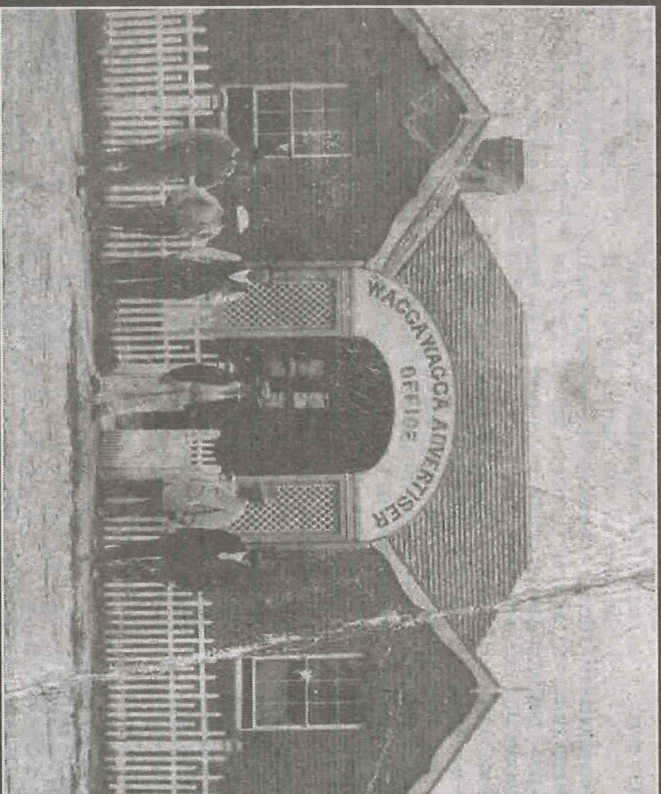
About the same time the newspaper's offices relocated from Fitzmaurice Street to Trill Street under the guidance of owner Stephen Sullivan, who originally joined the paper in 1868 as a 21-year-old printer.

When the partnership between Jones and Darlow dissolved in 1871, Sullivan and his father-in-law, J Mackay, bought the *Advertiser* in partnership.

Sullivan was to continue an association with



Above: *The Daily Advertiser* office in Trill Street c. 1960, taken from the Tom Lennon Collection (RW1574/249/827).



Left: A photo of the original *The Wagga Wagga Advertiser* office in Fitzmaurice Street taken in 1871. This photo is from the Wagga & District Historical Society collection held at the CSU Regional Archives (RW5/103/40).

the paper until shortly before his death in 1933, a total of more than 60 years.

On July 23, 1962, the *Wagga Wagga Daily Advertiser* was reduced in size from a broadsheet to the smaller "tabloid" size.

When the paper celebrated its centenary in October 1968, it was only the fourth provincial daily newspaper in NSW to do so.

The paper today has one of the largest

circulation areas for a country paper in Australia.

■ Compiled by Wayne Doubleday and Dr Nancy Blacklow
Sources: *The Daily Advertiser*, October 29, 1968; October 10, 1928; Swan, Keith J
A History of Wagga Wagga. City of Wagga Wagga, 1970; R. J. E. Gormly Card Indexes on Wagga on microfiche, CSURA