

owned by the absentee William Brown and had had various editors during the 1860s, the longest serving one of which, Robert Creighton, spent much of his time in the field as a war correspondent and thus was out of day-to-day contact with his charge. Newspaper management and editorship could no longer be the part-time or absentee occupation of previous decades. The decline of the *Southern Cross* was indicative of this change which Vogel was to ignore to his cost. In 1869 he formed a company which took over the paper for £12000, acquiring a controlling interest with a personal investment of £4600. However, almost immediately on completion of these arrangements, Stafford's ministry fell, Fox became Premier and Vogel was summoned to Wellington as Colonial Treasurer. The paper was thus again under the control of an absentee owner and continued as a losing concern, and Vogel eventually sold his interest.<sup>24</sup>

Vogel was already an important figure in press history. He had begun New Zealand's first daily and had demonstrated, albeit in a rather negative way, some of the difficulties associated with continuing the established New Zealand combination of journalistic and political activity within the new environment of the daily press. He is at least equally significant for the way he used the telegraph for a combination of political and journalistic purposes.

The first telegraph line in New Zealand was between Lyttelton and Christchurch and was completed in June 1862. In a prodigious burst of activity, lines from Bluff to Picton, Dunedin to Queenstown, Christchurch to the West Coast, Picton to Nelson and a Cook Strait cable to Wellington were completed before the end of 1866. North Island telegraph development did not proceed at the same pace. Not until 1872 was Auckland connected with Wellington and the South Island. The telegraph was to be of enormous significance to New Zealand as it facilitated the unification of the country in a manner previously impossible.<sup>25</sup> It was also to allow newspapers a previously unavailable access to news.

The telegraph lines from Bluff to Dunedin and Dunedin to Christchurch were completed within days of each other in May 1865. On the completion of these lines both Vogel and J. E. Fitzgerald of the *Press*<sup>26</sup> made independent arrangements to obtain telegraphed summaries of overseas news. Vogel had news summaries prepared in Melbourne, forwarded on the mail ships and telegraphed from Bluff—the usual first port of call. But in late 1866 Vogel, Fitzgerald and Crosbie Ward of the *Lyttelton Times*,<sup>27</sup> prevailed upon the Postmaster-General to have the Government take over this task.<sup>28</sup> The Postmaster-General had an official of the Telegraph Department prepare the news summaries in Melbourne, ship them to Bluff, from where, for payment of an annual subscription, they