

something of Vogel's vision for New Zealand and joined with him in that cause. His public reason for the change was published in a letter to the *Independent* on 30 January 1874:

I have disposed of the sole proprietorship . . . but shall retain a considerable interest in the concern . . . A general desire was expressed that a colonial paper should be established, one that would embrace the interests of the colony as a whole; and Wellington, from its central position, was considered the most fitting place for its publication. With this view a company was formed, including a majority of leading citizens of Wellington. Being equally anxious to advance the interests of the Colony, there was no difference of opinion in this respect between the projectors and myself.

Vogel aimed to make the *New Zealand Times*⁵⁹ a national, rather than merely a Wellington newspaper. This is clear from both his manifesto for the paper and McKenzie's letter. His highly impracticable dream was one shared by McKenzie who had started the *New Zealand Mail* with a similar intention:

We shall be well content, at starting, to make the *Mail* the best patronised journal in the province; but we hope to secure for it eventually a colonial circulation; and to obtain this object we shall spare neither trouble nor expense. The publication of several editions of the paper, each specially adapted for the districts in which it circulate, will rather facilitate than retard this object; it will combine the advantages of a metropolitan with those of a local newspaper; and there is no place in the colony which offers such facilities for these purposes as Wellington.⁶⁰

It may have been that both Vogel and McKenzie wished to try to start a national paper and both considered that only together could they attempt such a task. This, from the available material, is a possible explanation and seems the only likely one for McKenzie voluntarily relinquishing control.

Vogel's motives, on the other hand, were considered to be political as well as commercial. He 'aimed at consolidating his political position through the medium of a national newspaper'.⁶¹ However the *New Zealand Times* did not become a national newspaper. In the 1870s a variety of difficulties prevented any serious pursuit of the matter. With the 1872 arrival of the telegraph in Auckland, the four main centres were finally linked and it would theoretically have been possible to attempt separate regional printings of four, or more, daily editions of a *New Zealand Times*. However, the large scale financial gamble involved in any attempt to start, in effect, four large daily newspapers, each in its own competitive market, all with records of failure for late-comers, was apparently too much, even for Vogel. The *New Zealand Times* remained a Wellington newspaper.

With his dominance of the *New Zealand Times* and the Holt and McCarthy agency, Vogel was now in a position to exercise considerable control over the collection and dissemination of news in New