

responsible for extending it to the commercial daily press.¹¹

Vogel's New Zealand political career began in 1863, when he was elected to the Otago Provincial Council in June and in September (if only fortuitously)¹² to the General Assembly. The outcome was that the *Otago Daily Times* became, and was seen to be, as much a partisan press as any of its predecessors. In this regard the opening comments of its rival, the *Daily Telegraph*,¹³ even allowing for inaugural hyperbole, are instructive. The *Daily Telegraph* (3 January 1863) called the *Otago Daily Times*:

... the thick-and-thin advocate of the land monopolist and speculator, whose schemes are death to the working classes. . . . The welfare of the Province is not safe in his [ODT editor's] keeping. It is absolutely imperative to the progress of society that there should be a second daily paper, whose aim and object shall be not only to encourage and circulate truth, but to dispel error—not only to counsel wisely, but to keep in check and destroy the evil tendency of the *Daily Times*.

Vogel, however, was to discover that the economic demands of a daily newspaper were such as to limit his ability to use the *Otago Daily Times* for his own political purposes. To understand this it is necessary to outline first the changes in the early ownership structure of the *Otago Daily Times* and *Witness* newspapers. Cutten was the first to go. He took, as an opportune time to leave, the award of a £500 damages verdict against the paper in an 1864 libel case brought by the New Zealand Banking Corporation. The paper then came under the control of J. Vogel and Company, Vogel taking B. L. Farjeon,¹⁴ the paper's business manager, into the partnership. As with nearly all the New Zealand papers, the early records of the *Otago Daily Times* have been destroyed, but it is apparent that the need for investment capital to finance his expanding business forced Vogel to include others as controllers of the enterprise:

The firm of Vogel & Co., however, found themselves scarcely strong enough financially to carry on an ever-extending business, and early in 1866 they transferred the property to Mr John Bathgate (afterwards Judge Bathgate), Mr F.C. Simmons (Rector of the Otago Boys' High School), and Mr James Rattray (merchant), as agents for a company which was about to be formed.¹⁵

The company, formed under the provisions of the 1860 Companies Act, was a limited liability company entitled the *Otago Daily Times and Witness Newspaper Co. Ltd*, in which Vogel remained as a director and editor. This expansion of the *Otago Daily Times* was financed by the issue of £6000 worth of debentures at 10% interest.¹⁶ Presumably Bathgate, Simmons and Rattray were major debenture holders or agents for such holders.

In 1868 matters came to a crisis. The rapid Otago growth of the early 1860s, which had provided the *Otago Daily Times* prosperity,