

# The Albury Banner

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With readership well beyond Albury and by meeting the needs of rural readers, much like the *Land and Weekly Times*, the *Albury Banner* became known as the “Cocky’s Bible.”

The *Albury Banner* first appeared on July 4, 1860, launched by Samuel Fry Blackmore, a local solicitor. The paper, which started as a four page broadsheet, was in competition with the *Border Post* which began publication in 1856. Within a couple of years Blackmore was looking to sell the *Banner* to concentrate on his legal practice.

Placed on the market in April 1862, George Adams acquired the plant and business and he guided the *Banner’s* destiny for over 50 years. Adams was born in London in 1836 and after completing seven years of apprenticeship in the printing trade in England, he arrived in NSW at age 18.

Adams tried his luck on the gold fields before returning to the newspaper game with the *Border Post* and with a Deniliquin paper before purchasing the *Banner*. From a bi-weekly production, Adams changed the paper to a weekly specialising in land matters.



The *Albury Banner* office, Dean Street, in the 1870s.

Next door is the first AMP building which was totally destroyed by fire in 1885 also gutting the *Banner* office. Restored, the *Banner* building was purchased by the AMP in 1939 prior to demolition to make way for a new expanded AMP building.

In 1884, Adams formed the partnership of Adams, Cooper and Adams to run the paper. The two junior partners were his eldest son, also George, and his editor Foster Cooper. Cooper became editor in 1872 and remained for just under 50 years. He is said to have held the same editorial office for longer than any other editor in Australia!

The newspaper was published from a building north of Townsend street in Dean street. In 1872 they moved the print works to David street, between Guinea street and what we now know as 'Adamshurst.' The company built a three storey office next to the AMP building in Dean street for their "literary and commercial" work. By 1886, the paper had expanded to 40 pages, the largest regional weekly in Australia.

Prominent in the *Banner* was its children's column under 'Uncle Jeff.' The page was a source of fun and interest to generations of children, who wrote letters to their editor. In many cases, the first encouragement in the art of writing began with the letters to 'Uncle Jeff.'

George Adams senior died in 1918 but the paper continued under George junior until sold to RD Elliott in April 1940.

Finally, when a local weekly struggled in changing times, to the regret of many regular readers and after 90 years, publication of the *Banner* ceased on May 26, 1950.