

## 60 years of Advertiser photos

Written by Donald Fullarton

Friday, 12 January 2018 18:32 - Last Updated Saturday, 20 January 2018 12:57

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AUGUST 30 2017 was a very special day for the Helensburgh Advertiser — its 60<sup>th</sup> birthday as a weekly newspaper.

On Friday August 30 1957 what had started out as a wallsheet distributed to local shops made its first appearance as a four-page, five-column mono broadsheet newspaper.

Six decades on, the paper launched by Craig and Ronnie Jeffrey is a thriving full-colour tabloid, usually 48 pages, published by a national company, Newsquest.

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This article turns the spotlight on the paper's talented photographers whose work was a crucial element in reader appeal.

The first full-timer was burgh man Brian Averell, who started as an editorial assistant in May 1968, leaving Hermitage Academy on the Friday and starting work the following Monday.

His job involved proof reading and making the tea, but he could also print photographs and eventually gravitated to the photographic side led by the late Hector Cameron.

Brian said: "I made a lot of friends and it was a very busy period. Every weekend there were dances at the various hotels, many of them long gone, and the usual round of clubs and school activities which was grist to the mill.

"I remained at the Advertiser and its sister paper, the Reporter in Dumbarton, for ten years, then left in 1978 to join with David Mitchell running a freelance business, Mitchell & Averell, in Dumbarton, mainly catering for the Lennox Herald.

"As well as the usual weddings and portraits, we supplied the national press with pictures and stories.

"I retired in November 2012, and looking back I feel quite lucky to have been

working through those years. The industry has changed drastically, and not for the better!

"It's a far cry from the days of processing film and printing on light sensitive paper to the instant upload of an event as it unfolds.

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“I have a lot of memories to cherish of the people I got to know while doing what I think was more than just a job. It was recording the everyday events which were important to so many people.

“The Advertiser between '68 and '78 is full of my picture credits, so in a small way my stamp on history will always be there.”

Another local man, Stewart Cunningham, succeeded Brian in the new darkroom at the rear of the Advertiser office in East King Street, and like Brian became an award winner.

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