



- 1889 The first specimen edition of Päivälehti is published on November 16
- 1890 Päivälehti begins to come out six times a week from the beginning of the year
- 1894 The "young" circle associated with Päivälehti forms the Young Finns Party
- 1903 Eero Erkko, the founder of the newspaper, is exiled from Finland
- 1904 Päivälehti is outlawed permanently. The last edition is published on July 3.  
The first specimen edition of Helsingin Sanomat is published on July 7; Sanoma Corporation is founded
- 1905 Eero Erkko returns to Finland, and one year later joins the management of Helsingin Sanomat
- 1914 Helsingin Sanomat becomes Finland's largest newspaper (daily circulation 28,000); the paper is published seven days a week
- 1927 Eero Erkko passes away. Eljas Erkko becomes the chief editor and the company president
- 1932 Ilta-Sanomat, the evening edition of Helsingin Sanomat, begins to be published
- 1954 Helsingin Sanomat has the greatest number of subscribers in Scandinavia, with a daily circulation of about 230,000
- 1961 Chief editor Yrjö Niiniluoto passes away. Teo Mertanen and Aatos Erkko become chief editors
- 1965 Eljas Erkko passes away. Aatos Erkko becomes company president
- 1976 Heikki Tikkanen becomes editor in chief
- 1977 The Sanomala production plant in Vantaa is initiated; printing goes over to offset
- 1983 The Helsingin Sanomat monthly color supplement is inaugurated. Cable News starts on Helsinki Television
- 1986 The decision is made on a second press in Varkaus
- 1988 The daily circulation of Helsingin Sanomat exceeds 460,000 — and is over 540,000 on Sundays
- 1989 The decision is made on a third press in Forssa

*itself will be published from the beginning of 1890.*

The hoped-for capital was not collected, but a convincing number of supporters signed their names on the guarantee lists (among others Santeri Alkio, Minna Canth, the Castréns, Lucina Hagman, Matti Kurikka, E.N. Setälä, N.R. af Ursin and Matti Äyräpää). The first sample issue was published on November 16 1889. For ten decades, the company has been able to celebrate this day as its anniversary date. In its sample issues - the second was published on December 5 - *Päivälehti* announced that it would be published every weekday at 5 o'clock in the afternoon and listed younger authors and other distinguished personalities from various sectors of society who had promised to contribute to the paper.

In its introductory article *Päivälehti* explained - probably in Juhani Aho's words - "when the paper now for the first time steps over its readers' thresholds", its pro-Finnish goals. It endeavored to raise the Finnish language into a culturally dominant status in order to arouse the national consciousness and increase the education of the public. *Päivälehti* sought, not with a master's voice but a servant's, "to inform our readers with equal frankness of new as well as old ideological themes, and with equal fearlessness to deal with the burning issues of other countries as well as those that are on the daily agenda in our own country". Also: "To bring to light the wishes of our people, to be an honest interpreter of their needs, this is the aim of our paper".

*Päivälehti* associated itself with the "Young" ideological tendency as opposed to the "Old" wing of the Finnish Party, which advocated more cautious policies. The paper believed that pro-Finnish officials could better promote the Finnish cause when they had the support of the people's hopes and needs, of which *Päivälehti* was the mouthpiece.

1890-

The everyday editing was done by two men. Eero Erkko was unpaid editor in chief and treasurer; **E. O. Sjöberg**, an experienced journalist from a Helsinki-based Swedish-language newspaper called *Finland*, was subeditor and chief of the for-



*The Subeditor's Office in 1909.*

*Monotype operators in 1909.*





*Eero Erkko, Päivälehti's founder and first Editor in Chief.*

eign news section. The two other persons who had signed the original letter of appeal were away from Helsinki; Järnefelt was busy with his studies and Aho was in Paris. Both certainly contributed greatly to the paper over the next few years, as Järnefelt wrote almost a hundred articles and Aho several hundred in Päivälehti and Helsingin Sanomat.

The supporters were faithful and the contributors self-sacrificing, but during its first year, the small newspaper did not receive enough advertisements. To support its economy, a limited company was needed, and after some efforts this was founded at the end of 1890 under the name of **Helsingin Suomalainen Sanomalehti Osakeyhtiö**.

Encouraged by this, Päivälehti hastened to publish a 50,000-copy edition on December 15 as a sample issue for the year 1891. The size was to be bigger, 66 x 44 cm, the time of publication was advanced to 7 a.m. and the editorial staff was increased by three young men, all recent graduates from the university. **Filip Warén** was a man of many talents, which is what was needed at Päivälehti: he was the paper's commentator at meetings,

newsmen, translator, stenographer in the Diet and "as a singer he struck up a hilarious folk song even in the middle of work, making the walls of the small newsroom echo". **Kasimir Lönnbohm (Leino)**, an expert in languages and seeker of truth, was Päivälehti's literary critic during 1890-98. He introduced the Päivälehti clique to his younger brother, who at the age of 21 followed him into the business as theater critic. **Eino Leino's** job description in Päivälehti and Helsingin Sanomat expanded first to journalist and then to columnist under the pen names Mikko Wilkastus and Teemu. The third man, **Santeri Ingman (Ivalo)**, was one of the paper's strongest supports for forty-seven years until his death.

The contents of the paper covered subjects such as popular education, temperance, the labor movement both in Finland and abroad, women's rights, reports from the Diet, the natural sciences, and answers to legal questions. The foreign section would report on leading movements and prevailing ideological trends, in addition to current news.

*The last issue of Päivälehti was published on July 3, 1904. The first issue of Helsingin Sanomat was published on July 7, 1904.*





*Advertising Composition Room in 1909.*

Particular attention was paid to literature, as the contributors included, in addition to the well-known literary figures already mentioned, Kauppi-Heikki, Louis Sparre and Karl A. Tawaststjerna and others.

The paper's policy continued to be "to support and promote all our national institutions and laws" and the paper's political view continued to be fundamentally pro-Finnish.

Eero Erkko outlined in detail the "Young Finland" program in his 9-page introduction to the Nuori Suomi (Young Finland) Christmas album. This first Nuori Suomi, which included articles, pictures and sheet music, published by Päivälehti, sold out immediately. Nuori Suomi was published every Christmas without interruption until 1940.

The first sample issues of Päivälehti had been printed by the **Hufvudstadsbladet** press. Already on December 6, 1889 Eero Erkko and Aug. Schauman signed an one-year printing contract, renewed in 1891. As of the beginning of 1892 the paper continued to be printed on the same Marioni press, which now had been purchased and moved from the printing works of Sentraali-Kirja-

paino to rented premises on Korkeavuorenkatu. The printing press was now "his own man, not dependent on anyone".

The editorial office personnel had to remain in their rented office on Fabianinkatu, opposite the former print shop. The office was always swarming with visitors, contributors or other friends. Among the visitors were the composers Robert Kajanus, Armas Järnefelt, Oskar Merikanto, and the internationally famous Jean Sibelius; painters Väinö Blomstedt, Axel Gallén(-Kallela), Eero Järnefelt, Pekka Halonen; authors and linguists such as Swedish-speaker Werner Söderhjelm who learned to write his articles in Finnish, and of course Päivälehti's "own" poet and tireless supporter J.H. Erkko, already a well-known lyric poet and playwright, the elder brother of Eero Erkko. There were also civil servants, lawyers, and politicians from Helsinki and the rural areas.

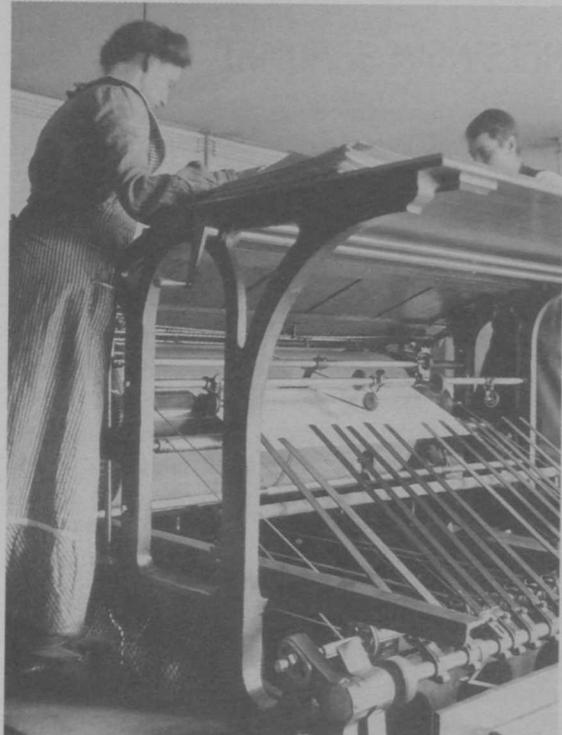
It became a custom to get together on Saturday evenings to socialize, to sing and above all to discuss topical subjects. Those versed in languages translated newspapers from St. Petersburg and telegrams arriving late at night via Suomen Sähkötoimisto (Finnish telegraph agency) for the others. The presence of a female editor was not objected to on either side. Päivälehti was the first newspaper in Finland to hire a woman editor. **Tekla Hultin**, one of Finland's first female university students and the first woman in Finland to get a doctor's degree in philosophy (1896) worked for the paper's foreign section 1892-1901. From 1894, the pen name K.J.S. began to appear in the political columns; **Kaarlo Juho Ståhlberg**, Doctor of Laws, who later (1908) became closely associated with the editorial office as a consulting staff member and member of the board, before becoming President of the Republic in 1919.

The group of young people associated with Päivälehti began to call themselves Nuoren Suomen Klubi (the Young Finland Club). In their name, an extensive series of booklets on governmental, social and cultural issues was written by well-known authors. The "Young Party", also called the "Young Finns", was founded by this group on November 25 1894. The party was later called the Constitutional Pro-Finnish Party, and from 1918 on the National Progressive Party. The



*Mail room in 1909.*

*The company had several presses for rapid printing in the 1910's.*



party manifesto was written by a committee consisting of Eero Erkko, Jonas Castrén, K.J. Ståhlberg, R. Erenius, Th. Homén and Th. Rein.

However, the publication of *Päivälehti* itself was often late due to printing obstacles. Finland had a system of preventive censorship. Each newspaper had its own censor, who examined the text before its publication and could cause expensive delays in printing. In 1897, the publication of *Päivälehti* was delayed 40, and in 1898 98 times. In order to mislead the censor, the newspaper started writing allegorically about unpleasant news, which the readership soon learned to follow.

In 1899, after Nikolai Bobrikoff had been appointed Governor-General of Finland, *Päivälehti* was suspended for three months, from August to November.

#### 1900-

In 1900, more printing obstacles followed and Governor-General Bobrikoff ordered the dismissal of Eero Erkko from his post as chief editor. Eino Leino wrote Erkko a poem, which began:

To Eero Erkko  
 April 26th 1900  
 A storm was rising to the sky  
 The waves of battle riding high  
 When you seized your banner

Also Juhani Aho wrote Erkko a six-page letter congratulating him on his sentencing without trial.

On the official day of his dismissal, April 26 1900, Erkko was the guest of honor at a citizens' dinner, about which, naturally, there could be no report in *Päivälehti*. Eero Erkko was allowed to remain on the editorial staff, nominally, as a staff journalist. Santeri Ivalo was appointed chief editor. In the same year, *Päivälehti* received another three months' suspension order from the end of October until the beginning of February 1901. The Board of Directors mailed a circular letter asking for more subscriptions to the paper as a protest against oppression.

As a result, the readership of the newspaper increased by thousands. "This is the best possible encouragement, and a spur to the work and efforts of the editors", *Päivälehti* wrote on February 1

1901. But only four months later, an order was issued to suspend the paper once again, this time for four months.

In 1903 Bobrikoff ordered the deportation of Eero Erkko, whom he considered one of the main figures behind the secret resistance movement and a circulator of underground literature.

Erkko went to the United States, where he remained for two years. His wife and three sons, Eljas, Paavo and Eero Olavi, joined him there.

In the spring of 1904 Päivälehti was again suspended for a month, but at the end of May the editorial and business offices, as well as the printing plant, were moved to a new building, designed by the architects Eliel Saarinen, Armas Lindgren and Herman Gesellius. The location was at Ludviginkatu 4 in the Miekakala block.

Besides a building of its own, Päivälehti had purchased a new press of "a type which has never before been used in Finland". "The Cox duplex press is a delightful device to look at and even more delightful to use", wrote Päivälehti on June 2 1904. "This machine makes all work done by human hand unnecessary; the press prints, binds, cuts and even folds the newspaper until it is completed - one only needs to check that there is enough paper for the machine to swallow, then the printed issues can be picked up from a box. - And the speed? - The average number of copies for instance of a newspaper with four sheets, 8 pages, and 7 columns is from 5,500 to 6,500 an hour." The press was manufactured at Battle Creek, Michigan, USA.

Congratulations on this major step forward flooded into the new building, including this one, by J.H. Erkko;

*May your house admit the light of day  
As Päivälehti paves the way  
Work on in your profession  
Till freedom vanquishes oppression!*

When Governor-General Bobrikoff was shot by Eugen Schauman in June 1904, censorship became stricter than ever. An allegorical editorial entitled "At Midsummer" was made the pretext for the final suppression of Päivälehti.

At the meeting of the National Board of Publi-

cation on June 27 1904, an order was issued "to suppress Päivälehti for ever ... commencing on the day on which chief editor Santeri Ingman, Ph.D., receives a written notice of this decision".

A week later, on July 3 1904, a somewhat perplexed one-column news item was published in Päivälehti: "Päivälehti has been abolished for ever. According to rumours said to be certain, Päivälehti has been finally suppressed by the printing authorities. Today's issue of our paper, which has been published for almost fifteen years, would therefore be our last. No official notification has arrived as yet. But, in case this issue of Päivälehti is its last, we wish to thank all contributors, friends and readers of the paper over the last 15 years."

Eino Leino wrote the poem 'Silent Singer, an Old Ballade', which was duplicated and circulated.

Unto the tyrant the singer was brought — — —  
We hereby decree: Your song you must silence  
Which kindles the people to defiance  
Lest our command you flout  
Your tongue shall be cut out  
And never again will you cause a disturbance.

## HELSINGIN SANOMAT

It became urgent to establish a successor for the paper and to save the printing plant.

A sample issue of **Helsingin Sanomat** was printed on July 7 1904, only four days after Päivälehti's last edition. **Paavo Warén**, known as a contributor and Filip Warén's brother but with a clean sheet for politics, had agreed to be the new chief editor.

A new company, **Helsingin Uusi Kirjapaino-osakeyhtiö (HUK)**, was registered on July 8 1904 to safeguard the operations of the printing plant; "the company's intention being to operate in the book printing and publishing business".

The sample issue of July 7 1904 made no mention of Päivälehti. On the front page, there came a Supreme Edict from the Czar's Summer Palace; Prince Ivan Obolenski was appointed as the new Governor-General of Finland. The Czar decreed:

"Safeguarding the very close connection of Finland with the rest of the Empire has always

been the unshakable goal of nationwide government, and so must it be also in the future.”

The next column contained Helsingin Sanomat's own introduction, under the title "An Introductory Word". Carefully steering around the censor, it spoke of improving farming, housing, measures needed for the landless rural population, the cooperative movement, abstention from alcoholic beverages — their perniciousness was a bitter reality at that time — about introducing literature and arts to wider circles and, in accordance with its earlier policy, "Helsingin Sanomat seeks to work exclusively within the Finnish cause, to work as the newspaper of the people . . . There is much to do, as can be seen; workers will be needed."

As the first step, permission to publish Helsingin Sanomat was applied for, and after an anxious wait of more than two months, it was granted on September 15 1904. Immediately after the permit was granted, two new sample issues were launched on September 24 and 28. The paper was published regularly six days a week (Mondays excluded), from the beginning of October 1904. At

*Päivälehti's first building of its own was completed in 1904, a month before the newspaper was suppressed.*



the same time, on September 20 1904, a petition was submitted to the Imperial Senate of Finland stating that "**Z. Castrén** and many other persons have requested the confirmation of the Articles of Association prepared for the "**Sanoma Company**", the company's intention being to publish a Finnish language newspaper and other publications in the city of Helsinki".

The company's articles of association were confirmed on October 7 1904, the founding assembly of Sanoma Company was held on November 19 1904, and the company was entered in the Trade Register on December 14 1904.

The editors sought contributors in a circular. As a result, in its "advertisement for subscriptions" on December 1, Helsingin Sanomat was able to publish a long list of contributors, including a farmer called K. Kallio, who later became the President of Finland.

8,000

Helsingin Sanomat started to grow. The circulation reached 8,000.

One of the results of the General Strike of 1905 was the ending of censorship. At the same time, those in exile were allowed to return to Finland, among them Eero Erkko, who was elected Chairman of the Board of Directors in 1906. **Heikki Renvall** was chief editor from December 29 1905 to June 14 1906.

The circulation of Helsingin Sanomat doubled, leading to the purchase of a larger printing press in 1908. The speed of the Koenig & Bauer newspaper rotary machine was 12,000 copies an hour for a 16-page issue and 24,000 copies for an 8-page issue. Two-color printing was possible, for instance in black and red. "This is very important for the advertisers, who can make their advertisements more eye-catching."

At Ludviginkatu 6, another company-owned building was erected, designed by the same architects as the first one.

However, a new phase of russification started in 1908, with the governmental and national autonomy of the country being suppressed by illegal measures. Helsingin Sanomat continued to champion "the same pro-Finnish, democratic and liber-

al progress program based on constitutional rights."

**Severi Nuormaa** was chief editor from June 15 1906 to December 31 1908. Eero Erkko once again took the position from the beginning of 1909. There were eleven staff journalists, one cartoonist, five accredited staff correspondents in St. Petersburg, Stockholm, Christiania (Oslo), Rome, and **R. Holsti** London. The paper listed 134 regular contributors in its December 5 1909 issue, which was published on the 20th anniversary of *Päivälehti*, and with its 32 pages was "the largest edition of a Finnish newspaper so far anywhere in the world".

## 20,000

The Sunday circulation exceeded 20,000 at the end of 1911. At the same time the editorial office received "an electric stenographer, by the foreign name of "Parlograph", the first of its kind to be used by a newspaper in Finland." The work in the newsroom was facilitated by this dictating machine, which recorded news both from abroad and from Finland.

## 28,000

In 1914, when the weekday circulation of *Helsingin Sanomat* totalled 28,000, it became "the newspaper with the largest circulation in Finland". The same year a petition was made and permission received from the National Board of Publication to publish the paper also on the days following Sundays and holidays, i.e. from now on the paper appeared seven times a week. The number of the newsroom personnel was increased by a new man, **Ilmari Kivinen**, who later became known as the beloved columnist **Tiitus**.

In 1914, the year that the first World War started, *Helsingin Sanomat*'s edition was confiscated a couple of times, for example on August, because of **Tiitus**' column "They are firing already". The National Board of Publication issued oral and written threats daily - which the newspaper was not allowed to mention in writing - to the effect that "no reporting was permitted about the movements of



*Helsingin Sanomat* was taken by sleigh to the railroad station.

Russian military troops on the southern coast of Finland, and in general no reporting about any incidents or activities of any kind." However, special, one-page editions or "telegrams" in editions of 16,000 were printed and sold quickly.

To facilitate the delivery of *Helsingin Sanomat*, a branch office was established at Siltasaari in 1915. Faithful to its principle to spread pastime reading habits, the office opened a library for its delivery boys and girls. During the widespread shortages of an economic recession, the paper also gave its workers a helping hand. The office distributed "modern, flexible, lace-up shoes with wooden soles" to youngsters who now could "take off father's big boots, mother's worn-out shoes, torn felt shoes or their rubber boots padded out with rags" and return them to their owners.

## 50,000

An ornamental letter from chief editor Eero Erkko and treasurer Aarne Kauppila was sent to the subscription agents to thank them for the growing circulation in 1916. The paper also thanked its adver-

tisers by writing to them: "We take pleasure in informing you that as of March 25 the Sunday issue of Helsingin Sanomat has reached a circulation of over 50,000 copies". To herald this achievement, a 32-page celebration issue, also distributed in a miniature scale of 17 x 13 cm, was published. Alongside the regular news, this special issue introduced some of the newspaper company's own activities. For example, there was a picture series depicting the loading of Helsingin Sanomat into horse-drawn sleighs at the Ludviginkatu courtyard for delivery to the mail trains. "Seven loads like this are delivered by the horses of the Helsinki Transport Company every Sunday", the paper proudly announced.

The company logo of a lion holding a quill and leaning against a newspaper reel was adopted during the same celebration year. It was drawn by Topi Vikstedt for "the paper with the widest circulation in Finland".

In spite of the fact that the price of newsprint had doubled, Helsingin Sanomat increased its circulation, so that in 1917 the weekday circulation also exceeded 50,000. But on August 14 and 15, Helsingin Sanomat was not published at all. The newspaper office was in a state of siege. Two hundred or more men had been sent to Ludviginkatu, of whom twenty stayed to make sure that no work was done.

In 1918, Helsingin Sanomat was suspended for more than two months, from January 28 to April 12. Armed Reds seized the editorial offices and confiscated the printing plant for the state. The plant was subsequently used to print the official bulletin of the People's Delegation.

During this time, Eero Erkko was arrested for a few days after a night house search. He was declared a prisoner of war as the editor of a counter-revolutionary newspaper. Santeri Ivalo was also taken prisoner.

Both were set free on the day Helsinki was recaptured, April 12 1918, when the armed Red Guards abandoned the newspaper building. The following day, Helsingin Sanomat was published as an one-page bulletin with the subtitle "Latest News". On the second day it contained two pages, on the third four pages, until as of April 16 it again reached its normal size.



*The first branch office was opened at Siltasaari in 1915. Cars were used to transport newspapers in the 1920's.*



75,000

At the end of 1918, the weekday circulation was 65,000 and Sunday circulation 75,000. Santeri Ivalo returned as chief editor after Eero Erkkö was appointed Minister for Social Affairs on November 27 1918 by **P. E. Svinhufvud**, Chief of State. He was later appointed Minister for Communications and Transportation on April 17 1919 by **Mannerheim**, the new Chief of State, and became Minister for Trade and Industry for the period from August 15 1919 to March 15 1920 by President **K. J. Ståhlberg**.

The increased circulation required a larger printing press and new, larger premises. In 1919, a third building was erected at Ludviginkatu. It was planned by Urho Åberg as an integral continuation of the two earlier ones. The three buildings were connected by a new, uniform facade. The "Vomag" printing press, manufactured in Germany, was only delivered after a year's delay, in fall 1920. Only then was it possible to stop the late deliveries to the morning trains which had been a nuisance to subscribers in various parts of Finland.

*Newsdealer selling Ilta=Sanomat, at that time an afternoon edition of Helsingin Sanomat, in 1936.*



Office premises had been rented to the National Progressive Party at Ludviginkatu 6. The party management wrote to the paper's Board of Directors on January 19 1920, suggesting that, in order to extend cooperation, "our Board Chairman, together with an agricultural expert, be granted permission to check articles of a political nature intended for publication in the paper, and to discuss them with the editorial staff".

The newspaper's answer of February 23 1920 referred "to the close relations that the paper has always had first with the central organs of the Young Finnish Party and later with the National Progressive Party, whose party platform and goals the paper has always endorsed and championed", and further affirmed that it would continue to do so, and in the same spirit continue to cooperate warmly, but that "from the point of view of the national and political development of the nation, the paper's management must also in the future bear the sole responsibility for the topical matters published in the paper. Only such a procedure will maintain the sense of responsibility and freedom of

*During World War II, Helsingin Sanomat was edited in a bomb shelter. Only once, on February 27, 1944, was the paper not printed.*





*Eljas Erkko, Editor in Chief 1927–1938 and Publisher 1927–1965.*

opinion that is vital to a national daily newspaper”.

The wireless telegraph was one of the greatest inventions of the century. Helsingin Sanomat's chief editor Eero Erkko was granted permission to five years starting from May 31 1932 to use telegraph facilities to receive news telegrams. Helsingin Sanomat was the first newspaper, not only in Finland but the whole of Scandinavia, to do so. There was no doubt that the slogan “The freshest foreign news is printed in Helsingin Sanomat” was justified.

Many readers were doubtless pleased when the difficult-to-read Gothic typographic style was entirely replaced by Roman type letters in March 1925.

The Board of Directors passed a resolution at their meeting on March 10 1926 to acquire stock worth 20,000 marks in the newly founded Finnish Broadcasting Company.

On June 1 1927, **Eljas Erkko**, a law School graduate, was appointed assistant editor in chief. The founder of the paper, Eero Erkko, died in the fall, on October 14 1927. After him, the chief edi-

tor's post was shared by two lawyers, **W. W. Tuomioja**, who had been a member of the editorial staff since 1917, and Eljas Erkko, who was also President of the company and responsible for the financial and foreign news pages. Eljas Erkko had been in the Foreign Ministry's service since 1919 and worked for the last five years in the Finnish embassies in Paris, Tallin and London.

The sumptuously illustrated weekly supplement, Viikkoliite, was launched on Sunday, December 4 1927. A popular comic strip Pulliainen, created by cartoonist Akseli Halonen was transferred to the Viikkoliite. Comic strips were also imported. The first was Felix the Cat — launched on March 19 1929 — and his competitor Mickey Mouse on May 31 1931, announced as; “the funniest animal of the century. You have laughed at his tricks in the movie theaters, now you can enjoy them in your own home”. As of Sunday, May 14 1933, children could start to color in the Katzenjammer Kids in Viikkoliite — only a month after the American children — and Popeye arrived in March 1936.

The circulation of newspapers decreased in the 1920s. The weekday circulation of Helsingin Sanomat did not reach 50,000 again until 1928, when Helsingin Sanomat was the only newspaper to allow its circulation to be independently audited.

**Ilta=Sanomat** was launched as the afternoon edition of Helsingin Sanomat during the right-wing rebellion at Mäntsälä. The situation developed faster than telegrams could be published, and the editorial staff could not cope with answering a flood of inquiries made by readers on the phone. Eljas Erkko, who since 1931 had been Helsingin Sanomat's only chief editor, was now also Ilta-Sanomat's editor in chief.

“Helsingin Sanomat has always done its best, and spared no efforts in trying to bring the events of the day as close to its readers as is humanly possible.” — “Whenever something special happens, the paper is able to acquire the most recent reports and pictures through its own channels.” These statements appeared in the paper's subscription campaigns over the years, and the paper could also prove the claim to be true. Thus, on July 28 1933, the paper terminated the contract it had made in 1929 with the Berlin-based Ullstein news

agency, because the most important basis for cooperation no longer existed after the national socialists came into power: "As of spring we have no longer received reliable information from you about the situation in Germany."

### 100,000

When the circulation figures for 1937 were available — weekdays 81,762 and Sundays 100,036 — a decision was made to order a new press, this time from England. Its delivery time became long: The first four units were imported via Petsamo in the middle of the war in 1942, and erected by the paper's own workers who were home on furlough from the front. The remaining six units, which had been confiscated during the sea voyage, had to be repurchased, although only at scrap prices, and they arrived in 1946.

Eljas Erkko was appointed Foreign Minister by President **Kyösti Kallio** in December 1938. **Yrjö Niiniluoto**, whom Eero Erkko had "borrowed" from the university in 1925 and sent as correspondent for three years to Geneva and who later spent three years at the editorial office of the Times in London, was appointed chief editor for both Helsingin Sanomat and Ilta=Sanomat.

It is a well known fact that the demand for news is high during times of upheaval. The circulation increased fast, in spite of shortages of paper, ink, metal and personnel. In 1940 the weekday circulation reached 124,673.

In 1942, the board decided to include two new sections into the classified advertisements: "Real Estate" was included in the items for sale and a "Personal Column" appeared under the heading of miscellaneous. "Also pen friend advertisements are permitted under "personal" provided that the texts remain within the standards of decency".

### 150,000

On January 1 1943, the rubric "an independent newspaper" appeared under the heading of Helsingin Sanomat. That year, the circulation on weekdays reached 139,385 and 158,175 on Sundays.



*Telegram boy selling mimeographed news bulletins during the strike, March 1949.*

During an air raid on February 26, 1944 the Sanoma building suffered so much damage that an 8-page list of damages was later sent to the board which handled claims on war damages to property. The staff had become accustomed to editing the paper in the company's own bomb shelter but when electricity was cut off, the next day's — already complete — paper could not be printed.

Paper rationing was rigorously carried out. At the end of 1944 it was even necessary to omit advertisements. For instance, on the first Sunday of December, six prepaid advertisement pages had to be left out. Also, the sales of copies had to be limited because of circumstances.

The circulation exceeded 150,000 on weekdays by 1947. The first telephoto pictures arrived at the editorial office on October 10, 1948. In 1949, the layout was changed from the earlier 7 columns to 8 columns. During the same year Ilta=Sanomat ceased to be the afternoon edition of Helsingin Sanomat, and became an independent paper.

## 200,000

During the Helsinki Olympic Games, the weekday circulation was 245,500 on July 21 1952 and 270,000 on Sunday July 20 1952. The circulations averaged 210,000 and 232,700 that year.

## 250,000

By 1954, Helsingin Sanomat was the largest subscription paper in Scandinavia with a weekday circulation of 236,385 and a Sunday circulation of 259,597. It was decided to order a new rotary press.

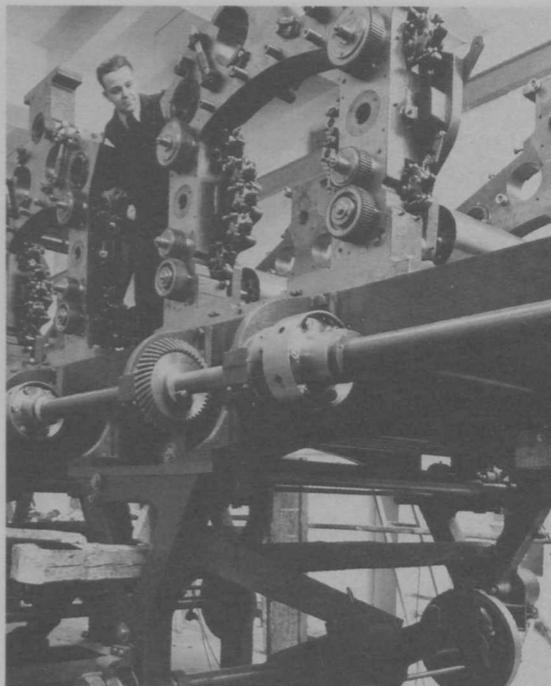
In 1956, the weekday circulation also exceeded 250,000. In March 1956, Finland suffered a general strike. Helsingin Sanomat gave out mimeographed news sheets about the situation once or twice a day. At the end of the year, the printing and publishing industry arrived at a grand labor market peace settlement, the scope of which attracted attention abroad.

## 300,000

By the time Helsingin Sanomat celebrated its 80th anniversary year in 1969, its circulation had exceeded 300,000. Several changes had been made in its leadership, owing to the deaths of several important persons.

Chief editor Yrjö Niiniluoto died during a trip to South Africa on November 4 1961. After two weeks, during which Eljas Erkkö acted as editor, two new chief editors were appointed on November 20: **Teo Mertanen**, a correspondent in London for many years and chief editor of *Ilta=Sanomat*, and **Aatos Erkkö**, Board Member since 1954 and chief editor of *Viikko=Sanomat* since 1953.

Eljas Erkkö, already a legend in his own lifetime, died on February 20 1965. Vice President Aatos Erkkö was elected President, and a third editor was appointed to the paper. **Heikki Tikkanen**, whose previous experience included the political section of Helsingin Sanomat and chief editorship of *Ilta=Sanomat* was appointed to the third post. Later on, he was appointed to his present post as



*The first units of the English Hoe & Crabtree rotary press were erected in the fall of 1942.*

editor in chief when Mertanen was appointed administrative editor in chief in 1976.

Helsingin Sanomat continued to follow its "traditional independent and liberal policy" as stated in its first printed annual report in 1967. On April the same year, Helsingin Sanomat published "a news diary" kept daily by its reporters. The diary consisted of an 18-page report about events during the three-week printing and publishing industry strike. The same year, the Sanoma School of Journalism was started, with the intention of providing instruction for future reporters and to raise their professional skills, status and self-assurance.

In 1972, when the weekday circulation also exceeded 300,000, the first journalists' strike in Finland took place lasting 10 days. However, the annual number of pages in the paper increased by 586, amounting to 15,304 pages, and the weight of the annual volume rose to 97.7 kilos. Two new pages were implemented: Tuesday's Financial Page and Thursday's Food Page. The photocomposition of classified ads was started.

350,000

Readers began to wonder if Helsingin Sanomat's copy price, at least on Sundays, could be recovered by selling it to waste paper merchants. The Sunday issues covered 84 pages and weighed almost half a kilo in 1973. The circulation rose to 355,116, and the annual volume to 100 kilos. The following year, the use of lighter newsprint was started, and in 1975 the advertisement pages after the editorial pages were changed to 10 columns.

A page facsimile connection was opened between Parliament and the editorial office in 1974 and "a direct line to the political capitals" was opened in 1975 when accredited correspondents were sent to Moscow and Washington, D.C. At the final stages of the CSCE conference in Helsinki, Helsingin Sanomat published an editorial in eight languages entitled "Freedom of information builds the basis for European cooperation".

*Lehtikuva Oy was founded in 1951, a year before the Helsinki Olympics. The picture dates from November 1959.*



*An advertisement in 1916.*

400,000

The Sanomala printing plant in Vantaa, and its first production line, were inaugurated on the paper's 88th birthday in 1977. The circulation totalled 356,945 on weekdays and 405,185 on Sundays. All advertisement material and about half of the editorial material were photocomposed. The company changed over entirely to offset printing in 1978, and the transfer of pages by facsimile from Ludviginkatu to Sanomala was started. At the initial stage it was sometimes necessary to resort to "taximile", but the new technique was soon mastered. The average transfer time of one page by microwave settled down to one minute.

Four-color advertisements and multi-color editorial pictures were implemented in 1979.

Helsingin Sanomat's number of pages exceeded a hundred in 1980. The issue containing a Lake Placid Olympic guide on Sunday February 10 1980 had 104 pages and its edition exceeded



*Restoration work in the corner office at Ludviginkatu and Erottajankatu was completed by the fall of 1967.*

500,000. Another 104-page issue was printed in December, one week after the second nationwide strike by journalists (November 13-December 2, 1980) had ended.

### 450,000

When the weekday circulation exceeded 400,000 in 1981, the Sunday circulation was as high as 463,046. Helsingin Sanomat was the largest morning paper in Scandinavia. In December of the same year, a contract was made with the leading Swedish-language daily Hufvudstadsbladet, to start printing it at Vantaa in a building and press to be erected by Sanoma Corporation and leased to Hufvudstadsbladet. 92 years earlier the situation had been the opposite: On December 6 1889 an agreement was made to print Päivälehti at Hufvudstadsbladet's printing plant.

The publishing of a full-color monthly supplement began in 1983.

Kaapelisanomat (Cable news), the pioneering

electronic newspaper, edited by Helsingin Sanomats' info services and broadcast by videotext techniques through Helsinki Cable Television was started the same month.

### 500,000

During the Olympic year 1984 at Sarajevo and Los Angeles Helsingin Sanomat broke three records: 112 page issues, a yearly advertising volume of 52,080 column meters, and an average Sunday circulation of 501,539.

The sports reporters were the first among the editorial staff, just before the olympic games, to start using computer terminals. In 1985, the 300 display terminals connected to the SII (Systems Integrators, Inc.) editorial system were besieged by the editorial staff. The editors were now able to function more efficiently and save time by receiving news from news agencies, correspondents and

regional offices faster than before, by being able to write and prepare articles on-screen, and to print-out and forward hard copy by pressing a button. This advanced technology facilitated the inclusion of more recent news in the paper, because the typesetter no longer needed to retype the reporters' texts. What happened to misprints? They moved from the composing room to the reporters' terminals, so proof-readers are still needed in the editorial office.

Helsingin Sanomat weighed — again — more than a hundred kilos per year and the number of pages increased. Helsingin Sanomat shared the cost of enlarging the letter boxes of about 10,000 homes in the Helsinki Metropolitan Area, which were too narrow for the newspaper.

At the Sanomala printing plant, paper reels were transported and unloaded by automated guided vehicles (AGVs) which slide like ghosts along the floor. In 1986, a decision was made to move part of the printing production closer to the readers living far from Helsinki. Pages could be transmitted from Ludviginkatu just as easily to Varkaus, 200 miles northeast of Helsinki, as they had been

to Vantaa, and certainly much faster than printed papers could be delivered from Sanomala.

The circulation in the latter part of 1988, when the paper was 99 years old, was 460,539 on weekdays and 544,227 on Sundays. What will happen before the milestone of 550,000 copies is reached? That will be told by the **Päivälehti Archives Foundation**, which will take over the duties and documents of the company's historical archives during this centennial year of Päivälehti-Helsingin Sanomat. The foundation was established on May 7 1985 by Sanoma Corporation and Lehtikuva Oy with the aim of promoting and supporting the freedom of the press and related research work, as well as popular education and cultural activities in our country.

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