

(continued from previous page)

of several more. Here is a list of the towns that benefited by his enterprise, dating from 1872: Reefton, Patea, Akaroa, Ashburton, Temuka, Southbridge, Hawera, Cambridge, Masterton, Timaru, Hunterville, Stratford, Eltham, Pahiatua, Levin, Waitekauri, Fairlie, Geraldine, Pleasant Point, Riverton, Orepuki, Otautau, Taihape, and Ohakune. When he went to Australia he endowed with newspapers the towns of Albury, Peak Hill, Parkes, Newcastle, and Lismore.

Chain Newspapers

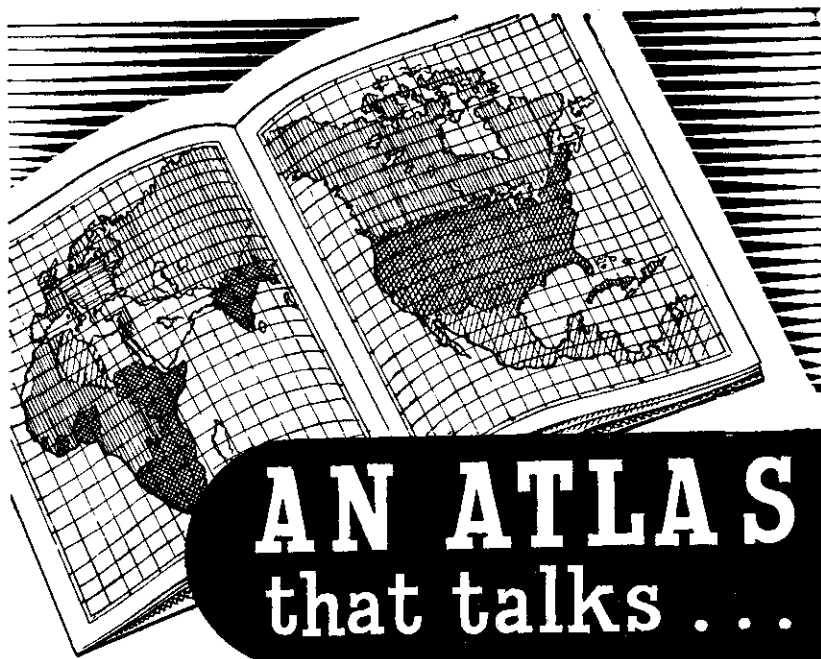
His schemes reached farther than he could manage. He was, for instance, the first to attempt on anything like a large scale the establishment of chain newspapers in this Dominion. Alexander McMinn, in Palmerston North, and Joseph MacKay, in Otago, had tried earlier to use the same type for editions published in different towns. Ives came at this idea again and again. After shooting off special editions against his opponents from Patea and Stratford he at length, in 1898, found himself in what seemed to be a favourable position when he took over the *Hauraki Tribune* at Paeroa. He then wrote:

"We are firm believers in the efficacy of a central press, and we have no hesitation in saying that the multiplicity of small rags of newspapers in a district are an expensive scourge on the tradespeople."

Accordingly he proposed to publish from Paeroa separate sheets for Waihi, Waitekauri, and Karangahake. Only the Waitekauri paper (the *Goldfields Advocate*) seems to have materialised, but within a year it had died and Ives was back wooing fortune at Ashburton. This time he issued a clutch of papers for the towns of Fairlie, Temuka, Geraldine, and Pleasant Point. There would have been one for Waimate also, but for the first time in his life his spirit quailed before a resolute interview with the man on the spot. All of these sheets died within a year. Not that Ives noticed, for by now he was established in an office at Riverton, from which he was publishing the *Riverton Times*, the *Orepuki Mail*, and the *Otautau Mail*, all from the same setting of type. They all died in a few months. Ives again felt the attraction of the North and there, deep in the bush on the North Island Main Trunk Railway, he planted the *News* at Taihape in 1904 and the *Times* in 1907. They were his last papers. He died in 1919.

No Fortunes

You won't be surprised to learn that while Ives was the most picturesque of the New Zealand "rag-planters" he was not financially the most successful. In point of numbers, none of his contemporaries—J. H. Claridge, C. G. Beckett, J. H. Clayton, or T. Elliott Wilson—started anything like so many papers as Ives did; but Mr. Claridge at least, now living in Auckland, is able to point to a greater number of permanent successes. Of all Ives's papers there are only three living to-day under the titles he gave them; perhaps three more entered into mergers which survive. Not one of the Australian foundations lived. Ives is, nevertheless, a striking and attractive figure in the history of New Zealand journalism. He never sought the big cities—I used to meet him in buggies on windswept bush roads—but he could always conjure up great cities in the canvas whares of the bush camp or goldfield. And he gave them all what he thought they wanted, a newspaper.



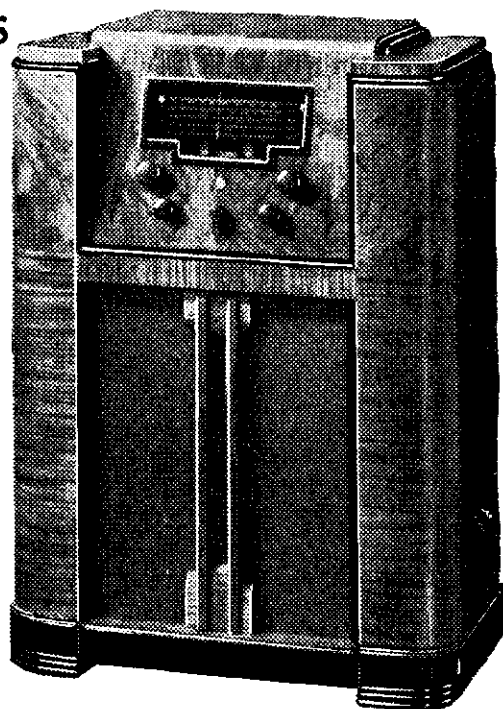
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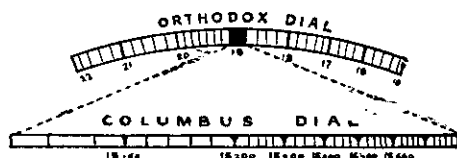
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