

Mr Sutherland has just returned . . . from Ashburton, where he has been engaged for the past week or two on the *Mail*, as he could not agree with the "long hour" proprietor, believing in the good old axiom: "A fair day's work for a fair day's pay."<sup>26</sup>

The year 1880 saw another burst of activity in 'rag-planting', at first in the North Island, in Taranaki where he resumed the proprietorship of the *Patea Mail* to fight the threat of a new newspaper at nearby Hawera and established the short-lived *Hawera Times*, then closer to Ashburton with the *Ellesmere Advertiser* at Southbridge near Christchurch. The North Island was the next to be favoured with an Ivess newspaper (still in 1880), the *Waikato Mail* at Cambridge. A definite Ivess technique for establishing newspapers can be observed: first identify an up-and-coming town, visit it to canvass support, move in the plant and probably a faithful pressman and editor, produce a few issues, and then advertise the newspaper for sale or lease.

Ivess's return to Patea, although probably coinciding with the end of Black's lease of the *Patea Mail*, was hastened by the impending appearance of a newspaper in nearby Hawera. His attempts to stifle any opposition were graphically recounted by Patrick Galvin, one of the original proprietors of the threatening *Hawera and Normanby Star*. Ivess brought with him an English editor, Edward Houghton. He at first offered to buy out Galvin and his partner, then when no response was forthcoming asked how much Galvin might pay him not to enter the contest. Ivess persisted, first with Galvin and then with Galvin's partner Innes in Wellington. However, Mrs Innes 'had packed up her furniture, piano, etc., and was determined to come to Hawera', and the battle was on. Ivess established a branch office of the *Patea Mail* in Hawera's High Street and used that newspaper for extensive advertising for the *Hawera Times*, including its delivery by 'mounted couriers'.

The paper came out for about three weeks, and the "mounted couriers" (a boy) rode from Patea to Hawera in the early hours of the morning and delivered the paper to all the old subscribers of the "Patea Mail".<sup>27</sup>

This move did not meet with much support and Ivess withdrew from the contest after two issues and sold the *Patea Mail* to Houghton. A more successful outcome for Ivess occurred in the case of the *Ellesmere Advertiser* where the proprietor of the rival title the *Ellesmere Guardian* purchased the 'stock and plant' of the *Advertiser*. A contemporary trade journal noted of this transaction

no one will doubt that "Joe" (Heaven bless him!) has made "another good thing" by one of his prematurely-born journals . . . No fear of him losing a penny in speculation.<sup>28</sup>

The next year began for Ivess with the establishment of the *Wairarapa*