

assiduous in asking for a share of government advertising for his new titles.⁵⁸ Success was mixed. Ives's new titles were sometimes awarded advertising for the region, for example, the *Paraekaretu Express* (20 March 1893) but on occasion they lost out to already established titles (as for the *Egmont Post*, 2 August 1894, the *Egmont Settler* already carrying the advertising).

An interesting comparison can be made between Joseph Ives and James Henry Claridge, another prolific 'planter' of New Zealand country newspapers.⁵⁹ Claridge was employed on several country newspapers until at the age of thirty-five he began his career of establishing a total of eleven newspapers. Unlike Ives, Claridge stayed in one region, the central North Island, and did not return to a base area as Ives did to Ashburton. His newspapers were small weeklies, bi- or tri-weeklies, never dailies. Claridge appears not to have been motivated by anything more than restlessness; there is no suggestion that political ambition was a reason. Much more awaits discovery about Ives when this study is extended. A more thorough examination of Joseph Ives's activities, and particularly of his work practices and business activities, can be made from the secondary sources which this study has utilised only at a basic level.

REFERENCES

- 1 *Dictionary of New Zealand Biography*, edited by G. H. Scholefield (Wellington, 1940). v. 1 p. 430.
- 2 G. H. Scholefield, 'Joe Ives: rag-planter', *New Zealand Listener*, 25 February 1944, 6-7. Scholefield noted here that Ives also 'controlled or bought another seven or eight in New Zealand and stood in as godmother at the birth of several more.'
- 3 The appendix lists the titles and gives bibliographical information about each title.
- 4 Scholefield, 1944.
- 5 One example is his editorial in the first issue of the *Paraekaretu Express*, 10 March 1893.
- 6 Ives's newspapers always encouraged the exercise of democratic rights through voting. Ives always reminded his readers to enrol on electoral rolls, usually noting that registration papers were available at the newspaper office. This was the case even when Ives himself was not standing; for example, from the *Akaroa Mail*, 27 March 1877:
'We again beg to remind non-electors that this is the last week they can effect registration. Persons desirous of having their names inserted on the Electoral Roll can obtain the necessary form at our office, free of charge, and all information as to the correct filling up of same will be provided.'
- 7 Scholefield, 1944.
- 8 *The Political Role of the Early New Zealand Press* (Hamilton, 1981), p. 1.
- 9 Susan Cary, quoted in Rod Kirkpatrick, *Sworn to no Master: a History of the Provincial Press in Queensland to 1930* (Toowoomba: 1984), p. 272.