

during 1872, usually on some matter connected with local government or local requirements, but also in social contexts such as in his capacity as an official of the Jockey Club (4 September 1872) or as a performer of impromptu speeches at concerts in aid of the Chapel Building Fund (his performance was criticised as insensitive) (16 October 1872). Ives's year of working hard at being prominent paid off. In December 1872 a petition listing 276 names was published requesting him to allow himself to be nominated for the Inangahua electorate of the Nelson Provincial Council. Ives duly assented, noting his pleasure at the request and his intention to 'advance the interests of this important portion of the Province' (14 December 1872). Following issues describe the election meetings. What is most notable about them is the amount of space devoted to reporting Ives's meetings in detail (often verbatim), by comparison with that allowed to his opponent Joseph Carreras. Carreras is barely mentioned and is certainly not supported in editorials, as Ives was:

The emolument attaching to the position of a member of the Council is not worth mentioning . . . Mr Ives in coming forward cannot possibly be actuated by any other feeling than an honest desire to promote the welfare of the district. (18 January 1873)

Letters to the editor were also strongly for Ives:

as the success of his private business hinges entirely upon the future prosperity of the district, this alone should be a guarantee of his sincerity to faithfully serve his constituents. (18 January 1873)

Ives's election with a majority of ten votes was duly noted in the *Gazette*.<sup>19</sup>

The *Inangahua Herald* for 1873 contains reports of the Provincial Council meetings at Nelson and therefore frequently mentions Ives, not always in complimentary terms 'Mr Donne thought as Mr Ives gained more experience he would display more modesty in his remarks' (24 May 1873); '[of Ives] nothing was easier than to make use of insulting and blackguardly language' (5 July 1873). While it is difficult to ascertain precisely the extent to which these mentions are the natural result of a newspaper wishing to serve its readers' local interests, it is quite clear that being a newspaper proprietor offered great advantages in the political arena as an electioneering mechanism. It also offered advantages as a vehicle to ensure that his name was kept before the public once he was elected. These must have been contributing factors in Ives's increased majority of forty-four votes over Carreras in another election for the Nelson Provincial Council in November 1873.<sup>20</sup> Ives was to retain his seat until the Provincial Councils were abolished at the end of October 1876.

During 1873 Ives established a newspaper at Lyell, a gold-mining town near Reefton, but after four months sold his interest in it. At