

motivation in establishing a large number of newspapers was political ambition. Further examination will strengthen and refine this hypothesis but is unlikely to alter it.

Much has been brought to light about Joseph Ives's business practices as a newspaperman. Although this evidence calls for a fuller study in its own right, it is worth noting briefly the main practices. One major reservation must, however, be noted. Ives was atypical of the genre of New Zealand country newspaper proprietor in the nineteenth century and so his practices may not apply more generally without some modification.

Perhaps the most interesting of Ives's practices was the concept of the chain of newspapers, where the same setting of type, or largely the same setting, was used for editions published in different towns. Ives was not an innovator. This had been tried before by Joseph Mackay in the 1860s and 1870s based on the *Bruce Herald* at Milton⁴⁸ and by Alexander McMinn in the 1880s based on the *Manawatu Standard* at Palmerston North.⁴⁹ Ives first used the concept in Ashburton, the *Temuka Leader* in 1878 being a satellite title to the *Ashburton Mail*:

The *Temuka Leader* is dragging out a curious existence. It is found to be a reprint of the *Ashburton Mail*; in fact, the "matter" is "carted" backwards and forwards.⁵⁰

The next attempt in 1880 again involved only two newspapers, the *Hawera Times* being printed at the offices of the *Patea Mail* at Carlyle. In 1894 a chain was established in Taranaki at Stratford, where from the *Egmont Post* offices two more titles were issued. But the most ambitious attempt was that in 1898 when four titles were based on the flagship *Geraldine Advocate*. One further chain of three titles based at Riverton was established in 1899.

There are strong indications that Ives had several reliable staff who travelled with him and whom he could leave in control of a newspaper during his frequent absences. Evidence for this is strongest in the case of Edward Reddin, whose name occurs in conjunction with the production side of the *Ashburton Mail*, the *Patea Mail*, and as acting manager of the *Waikato Times*. His connection with Ives is simply explained, for he was the brother of Ives's wife and came to Reefton at the age of 14, where he was apprenticed to Joseph Ives. In 1884 he went to Australia, where he spent the rest of his life as a newspaper proprietor.⁵¹ Another was A. W. Hogg who was editor of the *Ashburton Mail*, joint proprietor with Ives of the *Evening News* (Ashburton), and proprietor of the *Wairarapa Star* when Ives sold it. For many of his newspapers Ives hired editors, and some information about the duties he expected of them is given in the report of a trial in 1881, when Ives was found guilty of wrongful dismissal of Douglas McTavish as editor of the *Waikato Mail*.⁵²