

express himself,<sup>6</sup> but this was probably a secondary concern. Scholefield notes an element of restlessness in Ives's makeup: 'The grass over the fence always looked greener than that in his own paddock'.<sup>7</sup> Ives must also have enjoyed the social status attached to being a newspaper editor or proprietor in a small town. But I consider that Ives's primary motivation was a wish to be in the centre of the political world and to wield political power, and he used the newspapers he established or leased to further these political ambitions. The study which follows of his newspapers, taking special note of certain years of the *Inangahua Herald*, the *Patea Mail* and the *Paraekaretu Express*, will establish this more clearly.

Ives was by no means alone among newspapermen in succumbing to the lure of political power. It may even have assumed the status for New Zealand newspapermen of an occupational hazard: there was a higher than usual extent of combining the journalistic and political roles in this country, according to Patrick Day.<sup>8</sup> One characteristic of nineteenth century South Australian newspaper editors was that they often entered politics at the local or national level, just as Ives in New Zealand held posts in local, provincial and national governments.<sup>9</sup> A similar point has been made about English newspaper proprietors:

the access papers have afforded to public life has been a major factor. That access has, on a few occasions, been converted into real political power. But for the most part it has been an illusion. Ownership has been a ticket to the front stalls of public affairs, but not to the stage itself.<sup>10</sup>

Apart from some early successes, political power was to elude Joseph Ives.

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Biographical information about Joseph Ives is readily available.<sup>11</sup> He was born in Askeaton, Co. Limerick, Ireland, on 8 February 1844, and in 1852 accompanied his parents to Melbourne, where he was educated at Barnett's Grammar School, Emerald Hill. His father, John Pope Ives, was a police sergeant. In 1866, after his marriage to Sarah Ann Reddin, he worked on the staff of the *Bendigo Independent*. On his arrival in New Zealand in 1868 he began work as the manager, and perhaps printer, of the *New Zealand Celt* at Hokitika. He remained in and about the West Coast for the next eight years, but after 1875 his base became the Canterbury region, and particularly Ashburton. A photograph of Ives with his family shows nine children.<sup>12</sup> He represented the electorate of Wakanui, South Canterbury, in the House of Representatives on two occasions, 1882-1884 and 1885-1887, after that concentrating his activities in the North Island, especially in the Taranaki and Rangitikei areas. He returned for some years to