

As the Liberals increased the level of state intervention, the conservative opposition warned of a country, symbolised by Zealandia, enveloped in red tape. Ashley Hunter, *New Zealand Graphic*, 1892. ATL ref.: A-312-8-002.



lines. It was only after the introduction of photo-engraving in the 1880s, during a period of great technological change that included the linotype and rotary press, that newspapers gave serious consideration to cartoons. As early as 1882, the *Wellington Advertiser* was playing a pioneering role by running scores of cartoons in special supplements; later in the decade, Wellington's *Evening Press* reproduced occasional cartoon supplements.

By this time, though, and for some decades to come it was clear that the weekly press was going to take the greatest advantage of the new, efficient lithography techniques. Weeklies first appeared in New Zealand in the 1850s, often as adjuncts to dailies to provide news digests for the growing number of settlers living well away from the principal towns. The *Weekly Press*, launched in Christchurch in 1865, was one of the first newspapers in the country to use half-tone engravings and then etched half-tone blocks. But it was not until the early 1890s that a different sort of weekly, with a greater emphasis on social, sporting, and cultural coverage, began to use cartoons widely.

The *Observer* began its long and checkered publishing life in 1880. (Its masthead was later to carry the line: 'Smart, but not vulgar; fearless, but not offensive; independent, but not neutral; unsectarian but not irreligious'.) It carried some cartoons in 1883, but it took the arrival of William Blomfield in 1887, and the 'Blo'