A Newspaper's Progress

1852 1932

Notable Year in Taranaki Herald's History

The present year has been a notable one in the history and progress of the Taranaki Herald, for in this period it has completed eighty years of continuous publication — a record excelled by only one other New Zealand newspaper—extensive building additions to the Herald's printing establishment have been completed, a large new printing press has been installed and is now producing a newspaper the equal in printing to the best city publications, and finally 1932 has witnessed the increased popularity of the Herald over an ever-growing area of Taranaki, proved by its increased circulation from month to month during the year both in town and country. This growth in popularity of the Herald, quite unchecked by the last two years of economic depression, is a tribute alike to the news service provided by the Herald and to the commercial soundness of the wide area it serves. Confident of this economic soundness and ultimate prosperity of Taranaki, the Herald proprietors have spared no effort to provide readers, both farmers and townspeople, with a first-class news and picture service. This year has brought to fruition the most important plans for improving the service to readers and it can be claimed that the Herald as now published, the result of the combined activities of a large staff of 53, working with the most modern newspaper machinery, is a credit to the proprietors and to the province. To mark the forward steps made by the Taranaki Herald in 1932 the present Supplement has been published. In it will be found interesting details of the long history of the paper in particular and of the craft of newspaper-making in general. The story of the progress of the Herald is the story of the settlement and progress of the province and no one who surveys Taranaki's past can fear for its future. The Herald's message for its readers on the present occasion is one of confidence. As Taranaki has triumphed gress of the province and no means surveys Turunus's past can just for the province and the inflictuities of the past so will it of the future. With its record of progress and efficiency the Herald feels that it has earned the right to the great inflience it exerts over a wide area of Taranaki. This is a heritage of the past, but the keynote of this Supplement is that the Herald is not resting content with the successes of the past, but is providing for the present and the future.

The Years Between

Rise of the Herald A Story of Progress

Many Changes Experienced

Little, if anything, of what characterises a ricewapaper to-day would be found in the earliest ways of circulating intelligence, except the cardinal factor ways of circulating intelligence, except the cardinal factor on outside its immediate surroundings, and wished, when suited, to led! what year sings on within. That desire was strong find the earliest settlers of New Phymouth and Taranaki and it was satisfied first by a tart ynotice board and then completely by the birth of the Taranaki Herald in a little shed over 80 years ago. Since then the Herald has gone on satisfying the desire for news, expanding the eitherid has gone on satisfying the desire for news, expanding the eitherid has gone on satisfying the desire for news, expanding the eitherid has been consistent of the size health of the state of the six health of the state of the six health of the state of the six health of the six health of the state of the six health of the

AN EVENTFUL CAREER

FROM SMALL BEGINNINGS posted metitications of meetings or puty for mile, and the "calibraphy orthography" was at time quaint.

The Mayor's Message

Congratulations to Herald

Progress through the Years

The Mayor of New Plymouth, Mr. H. V. S. Griffiths, has the following message for readers

ans the tonowing message for readers with the commendable enterprise the proprietors of the Taranaki Herald have fittingly marked the 80th birthday of the establishment of the paper by the crection of extensive additions in the form of a modern and spfendidly equipped building to house the new printing press recently installed, and now in operation.

recently installed, and now in operation.

The Herald, New Plymouth, holds the distinction of being the second oldest newspaper in the Dominion. During its 80 years of continuous publication the proprietors have established and maintained a progressively high standard of journalism. As the province of Taranki settled down after the Maori disturbances and steadily progressed, so the Herald kept in step with changing conditions and progressed with succeeding years. The people of Taranki are, therefore, justifiably proud of their popular and progressive provincial paper.

The introduction dentered the provincial paper.

The introduction during recent years of daily illus-trations, typifying current events in pictorial form, has been much appreciated by a wide circle of readers, who look forward with increasing interest and pleasure to the look forward with increasing interest and pleasure to the arrival of their evening paper. To stand the test of time for four score years of continuous publication is the creditable distinction of the Taranaki Herald. Coupled with this unique record is the fact that during the passe 60 years the paper has had only two proprietors, and these of the same family.

I take this opportunity to extend to the proprietor and staff my heartiest congratulations and best wishes for continued success in the future.

H. V. S. GRIFFITHS, Mayor of New Plymouth.





A Few Suggestions for CHRISTMAS GIFTS

in Pens—All the Best Makes. Gift Sets, containing n and Pencil, from 6/-.

sks are Always Acceptable Gifts: Fiction, Travel and Ladies' Handbags—Newest designs reasonably priced.

Children's Books—Annuals, Bumper Books, Rewards and
Picture Books.

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age of our storage accommodation and thus Preedom from Moth during the Summer Mo PRICE ONLY 4/- PER SEASON.

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We are already Rooking to REPATR ORDERED FOR RASTER. Take drawnings of our skill as Puriors and Book Your Requirements NOW.

We specialize in British Trude and Yee are UNREATABLE FOR GOLLINY, VALUE, & RENYOU.

A Roberton of Fayorous, Receives and Truncings, also Dresed and Duple Inserts Codey, are sixty in Stock, and Duple Inserts Codey, are sixty in Stock.

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"AUEORA" the most famous Taranaki Ice Cream DELIVERED ON REGULAR DAYS TO ALL TOWNS IN TARANAKI BOUND MOUNT EGMONT.

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HT BLOOMERS-To match. W., 3/11; OS., 4/6.
HT NIGHTIES-Good length and width. Price 14/11.
HT PYJAMAS-Dainty colour; \$1/6.
HT EMPIRE PHINCESS SLIFS-White and Pystel

be Applique.

LOCKNIT PYJAMAS—21/6.

LOCKNIT PYJAMAS—21/6.

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The Daily Miracle

Producing The Paper

Swift, Sure Organisation

Fourth Estate In Action

The production of a modern newspaper has been described as a daily mirade. If in that expression there is, perhaps, a touch of cynicism, it suggests apily sometiling of the rush and hustle, the exteriment of a human volcano in cruption, which frequently marks the hour when the newspaper is "put to bed' following hours of preparation. The phrase is "put to bed in the sense that the properties in the day is a comparation of the sense that the properties in the day is a constant expression of the world. If anything goes wrong, the organization has failed. The miracle is that in the best-equipped mewspaper the organization never fails.

Just how such a paper as the Taranski Herald is produced so faithfully is to most people, even the consistent and inquiring reader, a mystery. The greatest tribute to the press is that it is an accepted, no, like an age-old truth. 'It is not called the "Fourth Estate" for nothing.

CATHERING THE NEWS

put through to the office, the 'phone attepdagath has a busy time; the sub-editors
are ready to 'derrat' the news under
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THE DAILY ISSUE

ENERGY AND CO-OPERATION.

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The course of the more matter of machinery, and that even the most models equipment could not

HERALD'S EXPANSION

NEW BUILDING ERECTED

ADDITION TO PLANT.

SPREADING THE NEWS

SENDING THE PAPER AWAY

BRIEF BUT HECTIC PERIOD.

COMPLEX DISTRIBUTIVE SYSTEM.

ere may be found many instan highly specialised organisation. Yet it



HOME OF THE HERALD.—The Taranaki Herald establishment in Currie Street, showing the recent addition the right. In front are the three cars used by the staff in gathering news and for commercial purps

UP TO THE MINUTE

where Captain Canadon and air. Jose of the control of the control

INDICALS AND METHODS.

And POPUED FUED MACHINES.

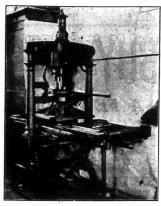
A daily reversible to every from the mindest development, represent the control of the cont

THE PRINTING MACHINE

A HUMAN ENGINE

THE LATEST PLANT.

ES OF THE PAST.



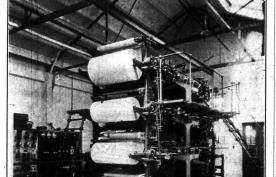
THE FIRST PRESS.—The first little demy Albion press, upon which the first number of the Taranaki Herald was printed in 1852. The press is still in working order and is in the Jobbing Department of the Herald

PRINTING PROCESS

ANCIENT AS THE HILLS

DEVELOPMENT THROUGH

England's First Press

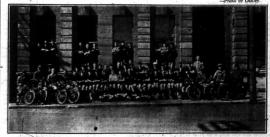




BATTERY OF LINOTYPES.—A glimpie of the Herald's cor-enzared daily in producing type for the paper.



MODERN STEREO ROOM.—A view of the Herald's stereo room, where all the most modern used to make the circular plates for the printing press. The stereo room is in the building recer



MAKING PAPER

MODERN NEWSPRINT MACHINE

RISE FROM THE PRIMITIVE.

Though the modern newspaper is as familiar and just as essential in every flome as the kitchen kettle. Hough its presence is accepted like that of an old and welcome friend, its absence sorely missed, its production is to the average person something of a mystery. Every night or morning it turns up with unnight or morning it turns up with nar-falling punctuality, is read and passed on. Hardly ever a thought is given to the means by which it comes to the sayer reader. Most people know less than little about the actual compliation and nothing at all about the paper sheet in the paper sheet and nothing at all about the paper sheet in the paper sheet and pa

Cook by Electricity 25 Years Advance in **ELECTRICITY!** FACT!

COOKING COST FOR FAMILY OF FOUR, Only 2/6 per week.

Ever since the first savage cooked the first chunk of meat over the first fire, Ever since the first jeavage cooked the first chunk of meat over the first fire, food has been cooked by the fire method. Twenty-five years ago the general method was a stove or range. To-day it is the Electric Range—the new and better way. Electric cooking is as superior to fire cooking as the electric light is to the tallow candle. The user of an Electric Range cannot imagine the drudgery, turmoll, work and heart-breaking strain of other forms of cooking. The only labour is turning on or off the switch in Electrical Cooking. The greatest gift of civilisation to the modern housewife is Electric Cooking. Don't has babind: he propriessive and buy an Electric Cooker. id; be progressive and buy an Electric Cooker.

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SHACKLOCK'S ORION RANGES

Made in New Zealand

A GOOD Ritchen Range is probably the most important part of the Hensehold Equipment. During the past 58 years the Indies of the Dominion have, in their thousands, been installing ORION RANGES, for the simple reason that, beyond question, they represent the Blandard of Excellence.

THE ORION RANGE is 'so Perfectly Designed, so THE ORION HANGE is to Perfectly Designed, so Honestly Made, so Very Durable, so Thoroughly Practical, so Completely Efficient and so fully equipped with Labour-Saving Devices that if has become the prime favourite with fly-to-date Housewives and Trained Cooks. He can always be depended upon to answer every demand in Gooking and Baking, its Ovens are big and roomy, under perfect control, and it will burn any fuel with satisfactory results.

Orion Banges are made in styles and sizes to suit every home. THE NEW MODELS are particularly Attractive and Elegant in appearance. They are designed to suit the artistic preference for plain line and colour, and obvists much of the unpleasant work of "cleaning and polishing." They may be had finished with bright Nickel Pacings and Enamel Panel-Oven-Boor or, if preferred, in Granite Porcelain Enamel and Nickel.

Ask your ironmonger to show you one





Orion Electric Ranges

WHERE Electricity is available, an Orion Electric Range in the Kitchen can play a very important part in simplifying the cooking of meals. The cook is easily prepared, so the best is under perfect control. It can be placed in a quick over, and cooking completed at a lower temperature. Electricity is dependable. It makes no dust, dirt or tumes, and dispenses with the labour of carrying coats, ashes, etc., and much incidental toil.

or carrying coals, ashes, etc., and much incidental toil.

ORION ELECTRIO RANGES are recognised as being equal to any imported, and in some features superior, being built specially to meet the requirements of the Dominion. The Design is on the most approved lines, the Construction is solid and substantial, and the Electrical Equipment reliable and right up to date.

to date.

Wherever installed, these ranges are giving the utmast satisfaction. They are built in over a dozen different sizes and styles—a model to suit every home.

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BRANDY SNAPS
MELTING MOMENTS
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RUSSIA TO-DAY

with listest developments through Publications and by the farwed of door design in method with Dragan's Blood, and the Publication of the State of the Public Cooled, and etched with the acid. These processes are repeated that the system was found very satisfaction of the system was found very satisfaction to be compared to the system was found very satisfaction to be compared to the system was found very satisfaction to be compared to the system was found very satisfaction to be compared to the system of the system was found very satisfaction to the system was found to pay the lattice of the system was found to be compared to the system was found to the system was found to the system was found to be system of the system

ARTIST TO PRINTER

PHOTO FNCRAVING

WONDERFUL PROCESS.

In the Taranald Heraid, as in almost every newspaper and magazine that you pick up, you see all sorts of thistrations, ame the reproductions of photographs made with a camera, others the opinion of drawings and paintings that artist have made with per and that or with hruth. Have you ever wondered how those pictures are printed?

In order that your newspaper or magaze may have distinctions and not be just an uninteresting mass of gray reading matter, the complicated profine matter, the complicated profine is not a profit of the complicated part of the complication In the Townski Hereld as in almor

And just think what a dull world this would be if we did not have this pro-cess! There would be no pictures in

since very early times, but to-day a truly marvellous method is used in printing pictures. First of all, in order to have and a very black waterproof ink known on heavy paper or smooth cardboard, then sent to the engraving plant, where it goes through twenty-eight different to be ready for the

printer.

Preparing the Plate.

Pirst of all, in the engraving plant a pixel of celer glass is washed with nitric acid, cleaned, and coated with albumen dissolved in water. When it is 'dry a

coating of collodion is poured over it for the purpose of holding the necessary

hemicals on the plate,
After being drained, the collodior sitive to light, and, therefore, very useful hen taken to the dark room, put into the impression of the drawing the is to be reproduced. This plate, you see

BUYGITSN

A FEW SUGGESTIONS FOR XMAS

Boxed Stationery.—A wonderful new range of Boxed Stationery.—A wonderful new range of Board Stationery just to hand. Pretty boxes, neatly packed. Envelopes and paper to match. Prices: 10d, 1/3, 1/8, 2/6, 3/3, 4/3 to 7/3

Boxed Handkerchiefs.-Superior quality Fine Lawn oxed Handserchies, pettilly embroidered in corner in choice colours and peat hemstitched borders. Very dainty Christmas Gifts. In boxes of ‡ and ‡-dozens.

Prices: 1/9, 2/9, 3/3, 3/6, 4/5 to 7/6

White Handkerchiefs in Pure Linen in 4 and 4-dozen boxes, with dainty embroidery in one corner. Very charming and useful gifts.

Prices: 4/3, 5/6, 5/11 to 10/6

Pretty Handkerchiefs, for Kiddies and Grown-ups, in Plain White or Pastel Shades. Coloured borders and hemstitched. Each of fine quality and good size. Prices: 21d, 31d, 6d, 9d, 1/- to 2/6.

SOMETHING ENTIRELY NEW-Tourist Cases, comprising Rayon Rubber-lined Case, Face Cloth, Towel, Comb and Soap. These should always form part of your luggage when travelling.

Prices: 2/6, 2/8, 3/3, 4/11, 5/6 to 13/6

Sponge Bags: In Checked and Floral materials; rubber Very handy bags to carry your toilet s. Prices: 1/-, 1/3, 1/6, 1/8, 2/3. lined. Ve

Ear-ring and Necklet Sets, in colours to tone with all



with Cuban heel, spliced toes and deep suspender tops. In a full range of the fashionable shades.

"Our Special" Hose .- Pure thread silk,

full fashioned : dull finish ; in all newand wanted shades.

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osiery and Gloves always make very acceptable Gifts and we have a wonderful variety to choose from. Right for style—right for

Silk Gloves in smart styles for smart wear Qualities you'll like—perfect fitting, superior finish. Made in gauntlet style, with elastic wrist; charmingly trimmed in contrasting co

Prices: 2/11, 3/3, 3/9, 4/3 to 6/6

Stylish Glace Kid Gloves.—Gauntlet style, appliqued in colours to tone; Browns, Greys and White.

GEORGE & DOUGHTY LT CURRIE STREET - NEW PLYMOUTH

VICTIMS OF HOAX

AUSTRALIANS IN PEANCE.

"TREASURE" IN A DUGOUT.

party of Australian treasure-seekers pass-ed through Paris on their way home at the week-end, says the Paris correspond-ent of the News of the World.

A Part of the Community

Like the school and the church, our institution is really a definite part of the community. Ours is not a business in the full scane of the word-but a service institution. Realising this, we endeavour to do everything possible to lessen the sorrow of our clients by earrying out the duties assigned to us with reverence and decorism.

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High Supply LOCAL STRAW-ERRIES, 1/6 Chip. Shipment ISLAND TOMA-OES, 84 Ib. GREEN PEAS, 21b. 1/-.

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ALL SPORTS REVIEWED.

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The Turanaki Herald caters at least New Zealand paper, for sports. Through-out the 12 months of the year there are published notes, reviews, comments, and punnance DOSE, reviews, comments, and hints on the various games, and these are looked ward to by the readers are eagerly as is anything else. Every Monday is published a full ac-

immour is more readers light in the control of the

KEEPING NEWSPAPERS

RECORD OF EVENTS.

MORE THAN A HABIT.

SALMON POACHING



MR. HENRY WESTON, owner of the Herald from 1867 to 1929. Mr. Weston was an uncle of Mr. W. C. Weston, the present propriets. 1867 to 1895.



TARIFF IN FUI

SUNBATHING AT ZOO

SECOND SIMILAR OCCURRENCE.

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LIVING THE SIMPLE LIFE

LORD HOWE ISLANDERS.

WHERE NO RENT IS CHARGED

Norfolk Island is 930 miles north-east from Sydney. Practically midway, 436 miles from Sydney. In a direct line, is Lord Howe Island, said by those who know to be the most "tropical-looking" home of the beautiful Kentia pair the seeds from which are shipped to Sydney, whence, in normal times, 400

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IN WHEEL REPAIRS-

FELLOES. SPOKES or TYRES,

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We have had Long Experi-

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ughness is the Characteristic Feature of Our Work and Price are Right.

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Buy at these Reduced Prices Ashes of Roses | Hair Oream—1/-.

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Delicately per-fumed. Livery? Well, try our Fizzy Health Salts— 1/- Tin.

Aspirin Tablets— Quality Guaran-feed; 25's, 1/-; 5's, 1/6; 100's, 2/6. Strawberry Lotion. Keeps the skin soft and smooth. 1/- Bottle.

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WHITE ALUMINIUM. Guaranteed to keep whim and last two seasons—some courts have lasted three years.

For Grass Courts we recommend "EXCELSIOR" COURT MARKING WHITE. It is unsurpassed. If it becomes dirty with mud or silt, lines can be washed. Full particulars on application to-

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